IND

MAD

OUR PRIDE
25c
CHEAP

No. 37

January '58

ERNIE KOVACS • BOB and RAY • ORSON BEAN

I don't want to be a King

I jus' wanna forget I was one!

And you can, too, Mister—when you use KINGS MAN Close Shave Lotion.
KINGS MAN does far more for you than ordinary blended whiskeys.
It makes you feel great! It's smoother, more powerful . . . soothes better.
Since a bottle packs such a punch, why put up with anything less?
Next time you want to forget a close shave, drink KINGS MAN right away!
Known everywhere as the world's fieriest!

KINGS MAN®

CLOSE SHAVE LOTION *only* $1

Plus $.49 Federal Tax*

Other potent KINGS MAN products:

Pre-electric Bourbon | Spray Vermouth | Thistle & Plaid Scotch | Aerosol Rye

NUMBER 37 JANUARY 1958

MAD

NUMBER ONE IN A FIELD OF ONE

"A man without mirth is like a wagon without springs."
Henry Ward Beecher (1813-1878)

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **CONTINUITY:** Jerry De Fuccio **IDEAS:** Nick Megliola

CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Norman Mingo Don Martin George Woodbridge Frank Kelly Freas Joe Orlando David Berg Mort Drucker

CONTRIBUTING WRITERS: Ernie Kovacs Orson Bean Bob and Ray Frank Jacobs Albert Meglin Paul Laikin Paul Krassner George Mandel Ron Goulart A. E. Neuman

SUBSCRIPTIONS: Gloria Orlando, Celia Morelli **LAW SUITS:** Martin Scheiman Esq.

BACK COVER PHOTO: Larry Maleman **MOOD MUSIC:** Colony Record Center

DEPARTMENTS

BOB AND RAY DEPARTMENT
"Ambiguous Signs, Inc." 20
BZZ-BZZ-BZZZT DEPARTMENT
"Secret Sportalk" 8
CHARACTERS THAT GROW ON YOU DEPARTMENT
"See Them Now" 28
DON MARTIN DEPARTMENT
"Three Strange Tales" 9
ERNIE KOVACS DEPARTMENT
"Strangely Believe It" 13, 30, 34
HOLLYWOOD DEPARTMENT
More "Scenes We'd Like To See" 23
LETTERS DEPARTMENT
Random Samplings of Reader Mail 4
ORSON BEAN DEPARTMENT
"Orson Bean's Civil War" 42
PUNCH IN THE NO'S DEPARTMENT
"Distinctive Rejection Slips" 14
RED CARPET DEPARTMENT
"Report To Russia" 16
REFUND DEPARTMENT
Christmas Gifts That Will No Doubt Be Returned . . . . . **
SEASON'S GREETINGS DEPARTMENT
"A Very Merry Christmas . . ." 47
". . . And A Happy New Year!" 48
SHAKE, RATTLE, AND ROLL DEPARTMENT
"MAD's Xmas Games" 24
SO'S YOUR OLD SUPER MAN DEPARTMENT
"Realistic Comic Book Heroes" 2
SOUND THINKING DEPARTMENT
"MAD Goes Hi-Fi" 35
THE BARD OF BIRDLAND DEPARTMENT
"Shakespeare, Up-To-Date" 46
UNDER THE SPREADING CHRISTMAS TREE DEPARTMENT
"MAD's Xmas Toys" 6
WAR IS HECK DEPARTMENT
"How To Wage Peace" 31
WE COULDN'T THINK OF A DEPARTMENT
"The Seven Blunders Of The World" 40

**Various Places Around The Magazine

MAD—January-February 1958, Vol. 1, No. 37, is published bi-monthly by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Entered as second-class matter at the Post Office at New York, N.Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyrighted 1957 by E.C. Publications, Inc. The publisher and editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in United States of America.

VITAL FEATURES

REALISTIC COMIC HEROES 2

Old super-type comic book heroes never die . . . they just fade away. So while they're fading, here's a few modern replacements.

MAD'S XMAS TOYS 4

Once they're put on sale, young people everywhere will demand our new toys, and old people everywhere will demand our arrest.

STRANGELY BELIEVE IT 13, 30, 34

Once again, Ernie Kovacs offers his collection of absurdities to MAD, the circulation of which is the biggest absurdity yet.

REPORT TO RUSSIA 16

You know those terrible pictures we get to see of people in Russia. Here's terrible pictures they get to see of people in U.S.

AMBIGUOUS SIGNS, INC. 20

When Bob and Ray find we published their exposé of the petroleum industry's secret plot to sell more gas, they might take it.

MAD'S XMAS GAMES 24

When fun-lovers discover these new games, the dice will roll. But when blue-noses discover these new games, the heads will roll.

MAD GOES HI-FI 35

With millions of tweeters and woofers vibrating all through the U.S., the one solution left is: If you can't beat 'em, join 'em!

ORSON BEAN'S CIVIL WAR 42

This account of the Civil War, as fought by Orson Bean's illustrious family, will no doubt start that conflict all over again.

SO'S YOUR OLD SUPER MAN DEPT.

Comic Book Publishers! Stop looking for ideas in your rival's comic books and pay attention! This article is for you! Here, for free, is the answer to all your problems: *MAD's plan to revive the Comic Book Industry.* Ten years ago, all our friends were reading about "Super Heroes." But now, they seem to have lost interest. And the reason,

REALISTIC COMIC

** MAUREEN O'HARA will return a season pass to Grauman's Theater

MAD feels, is simple. This is an age of realism! Real realistic realism! "Super Heroes" just aren't realistic! Today, the Comic Book Industry must create "new" heroes. These "new" heroes must come from everyday life. Heroes like you and me, leading simple everyday lives and fighting simple everyday crimes. Like, f'instance, these . . .

BOOK HEROES

PICTURES BY MORT DRUCKER

AS YOU CAN SEE... THE POSSIBILITIES OF MAD'S PLAN ARE UNLIMITED. TO THOSE OF YOU WHO WOULD PIONEER IN THIS NEW FIELD OF REALISTIC HEROES, WE SAY... "GOOD LUCK, AND DON'T COME CRYING TO US WHEN THEY DON'T SELL!"

**JERRY LEWIS will return on Al Jolson album

First day, read . . .

THE MAD READER

This will give you a bulging bicep!

Second day, read . . .

MAD STRIKES BACK

This will give you a pronounced pectoral!

Third day, read . . .

INSIDE MAD

This will give you a dynamic deltoid!

Fourth day, read . . .

UTTERLY MAD

This will give you a Charley horse between the ears!

MAD POCKET DEPARTMENT

225 Lafayette Street
New York 12, N. Y.

Rush me the following MAD books.
I want to be a mass of muscle . . .
and a bundle of nerves!

No. 1 THE MAD READER . . . . . ☐
No. 2 MAD STRIKES BACK . . . . . ☐
No. 3 INSIDE MAD . . . . . ☐
No. 4 UTTERLY MAD . . . . . ☐

I enclose:
40¢ for one . . . ☐ 80¢ for two . . ☐
$1.20 for three ☐ $1.50 for four ☐

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

LETTERS DEPT.

FRONT COVER

Who did you guys have for a Math teacher? The hand on the cover of MAD #36 has six fingers!

Dean Scott
Hershey, Pa.

Six Fingers!

Don't you guys ever look at your hands? The hand on the cover of the Dec. issue has six fingers!

Bob Thompson
Philadelphia, Pa.

Doesn't everybody's?—Ed.

Concerning the cover of the Dec. issue, since when does a hand have six fingers? Don't you know all hands have four fingers!

Walt Disney
(Stamford, Conn.)

MORRIS PHILIP

After reading MAD #36, I rushed to the corner for a pack of Morris Philip. As suggested in your ad, I put one in my mouth and waited for the shock of my life. HOO BOY! *What a shock!* Some clod had already lit it, and I was sucking on the hot end!

Pete Hech
Chestertown, Md.

WHA . . .?

The guy who writes your "The-guy-who-writes-your-letters-should-write-the-rest-of-the-magazine" letters . . . should write the rest of the magazine!

Ellis Lesack
Philadelphia, Pa.

CORNY ISLAND

You could have knocked me over with a MAD Key Chain when I cut out your "Mad Visits Corny Island" and found the pieces actually *fit* together and made a *picture!* You guys sick or something?

David Ames
Hampton, N. J.

O.K.! GUNFIGHT . . .

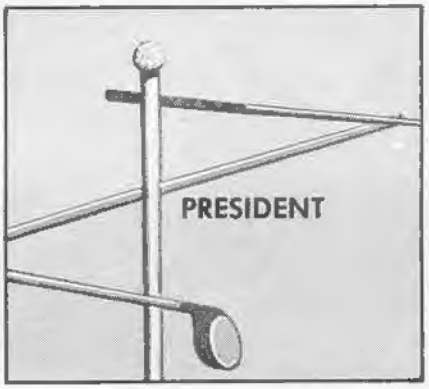
We think your article, "O.K! Gunfight At The Corral!" was the most sickening, stomach-turning, rotten piece of writing we have ever read.

Burt Lancaster
Kirk Douglas
(Ann Arbor, Mich.)

TV ANTENNAS

In "Personalized TV Antennas," you show the President's antenna with left-handed golf clubs, and the President is right handed.

Richard Skibski
Chicago, Ill.



Left-Handed Models!

What gives? You have the President's golf clubs as left-handed models. Don't you realize Eisenhower is a rightie!?! Clods!! And don't give me the excuse that the President referred to is the President of Lower Slobovia!

Larry Skarin
Brooklyn, N. Y.

We wouldn't try such a lame excuse! Actually, President referred to is President of Upper Slobovia!—Ed.

THEY'RE GOING FAST!

Yes, jet planes are going fast these days! And "WHAT—ME WORRY?" kid reproductions, suitable for framing and for gift-wrapping fish are still available! (Had you worried for a minute, hah?) Send 25¢ to: Dept. "What—Color?", c/o MAD, Room 706, 225 Lafayette St., New York 12, N.Y.

**ARTHUR MILLER will return on electric blanket

THE CHILDREN'S HOUR

In "The Children's Hour," in the first picture, the guy's got two right feet! Watch yourself!

Jim Billington
Portland, Ore.

Two Right Feet!

In the first picture, the man's left big toe is on the wrong foot! Who goofed?

Billy Stebbins
Miami, Fla.

His mother!—Ed.

THE TWELVE BOTTLES

How drunk can you be? In "The Twelve Bottles," you have 500 proof written on the first label. Don't you know 100 proof is the most it can be?

Jack Selcovitz
Philadelphia, Pa.

Don't you know 200 proof is most it can be?—Ed.

Mr. Morgan left out the punch line: "I am not under the affluence of incohol as some thinkle peep I am!"

Gerald Joss
Philadelphia, Pa.

RAW GUTS

Old Fenwick Furd is lucky he hasn't run into any old lions lately. The old boy would have a hard time shooting them when his trusty old rifle hasn't got a trigger on it!

Perry A. Lerner
Fontana, Calif.

No Trigger!

No wonder poor Fenwick hasn't killed any old lions lately, with the gun you clods gave him. It hasn't any trigger!

John Olson
Napa, Calif.

Fenwick's gun-trigger is quite apparent to us. Perhaps fact that he covers it with *lucky lion tail* fooled you!—Ed.

THE DUEL

Could you please tell me how the duelists in "Scenes We'd Like To See—The Duel" managed to get off two shots each from what any fool can see are one-shot dueling pistols?

Michael Devlin
New Orleans, La.

It wasn't easy!—Ed.

TV MOVIES

In "TV Movies," the gangster named "Lefty" is filing his nails with his *right* hand. What's with you guys?

Dale Goble
Grass Valley, Calif.

Lefty!

Wally Wood had the stupidity to draw "Lefty" in "The Gangster Movie" filing his nails right-handed. I suggest he be relieved of his duties.

Bill Priestly
University, Ala.

Wally wants a better suggestion. How else can "Lefty" file nails on left hand?—Ed.

BACK COVER

The barber who trimmed Alfred E. Neuman's hair for your "What, Me Worry?" Holloween mask must've been blind! He took a little too much off the top!

Leon Harvey
Old Westbury, N. Y.

You were right! I wore my Halloween mask in September, and my friends *were* hysterical! Now, *I'm* hysterical . . . trying to get it unpasted from my face.

James Jakubowski
Baltimore, Md.

I followed your instructions for tying on your Halloween mask, including the string from my own ears down around my toes. All went well until I stood up. The string I'd used was too short! Somebody, *get me down from here!!*

Bob Leuten
Shaker Heights, Ohio

Please address all correspondence to: MAD, Room 706, Dept. 37, 225 Lafayette Street, New York City 12, New York

**LIBERACE will return a set of barbells

YOU'LL MAKE THIS

A MERRY, MAD CHRISTMAS

(You'll be merry . . .
And your friends'll be mad!)

WHEN YOU GIVE

MAD JEWELRY

Featuring MAD's "What . . . Me Worry?" Kid

Styled exclusively for **MAD** Magazine by
ASTRAHAN OF NEW YORK
in gleaming silver plate. All prices include Federal Excise Taxes, boxing, shipping and postage prepaid.

MAD JEWELRY
225 Lafayette Street
New York City 12, N. Y.

I want to give Christmas gifts
I'll be remembered for . . .
and never forgiven for!

Send me the pieces of **MAD** Jewelry
I have indicated in the boxes below:

A MAD LAPEL/SCATTER PIN....$2.00 ☐
B MAD TIE PIN.....$2.00 ☐
C MAD CUFF LINKS.....$3.00 ☐
D MAD KEY CHAIN.....$2.00 ☐
E MAD CHARM BRACELET.....$2.00 ☐

NAME_____

ADDRESS_____

CITY_____ZONE____STATE_____

UNDER THE SPREADING CHRISTMAS TREE DEPT.

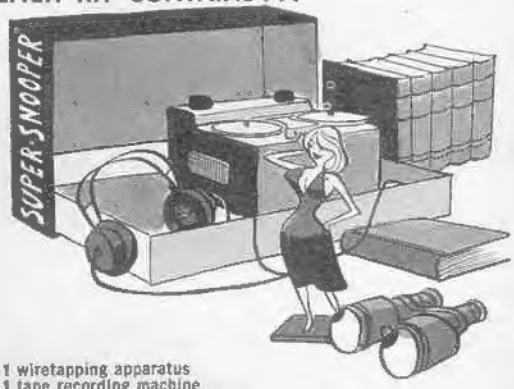
Parents! Before you go out and spend all that money on Christmas gifts for Junior, think twice! Today, no kid in his right mind is satisfied with toys like electric trains and piggy banks . . . Today, a kid is business-minded. He wants a toy that'll prepare him for the future, a toy that'll teach him how to make a living. If you think about this for a while, you'll see the wisdom in buying your youngster . . .

MAD'S

JUNIOR REPORTER-INFORMER KIT

Start your child on a career in publishing or government. He'll have his choice once he's adept at the arts learned from this exciting and fascinating kit. Teaches him to play "Scandal Magazine" or "Congressional Investigation". No more will your child roam the streets at night. Instead, he'll be in his room, tapping the phone conversations of his friends, his teachers, his sister—you! Ages 10-14

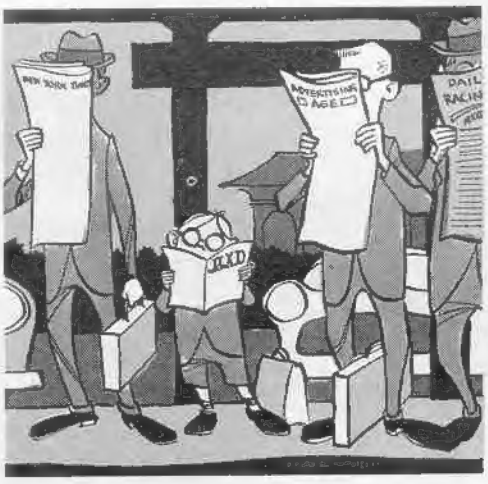
EACH KIT CONTAINS . . .



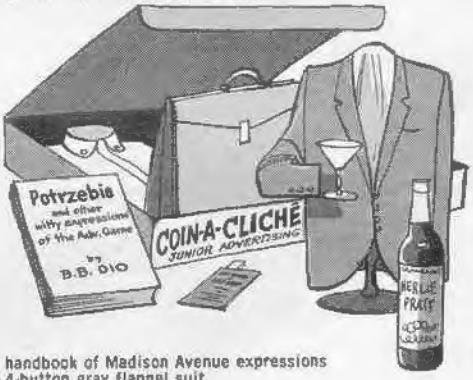
1 wiretapping apparatus
1 tape recording machine
1 pair high-powered binoculars
1 set of the complete works of Harvey Matusow
1 busty blonde
1 handbook of U.S. libel laws

JUNIOR ADVERTISING MAN KIT

Ad Men are made, not born. So it is never too early to plan your tot's future Madison Ave. career. A few hours of steady play with this kit, and Junior will have mastered the ins and outs of being a successful Account Executive. Teaches him: How to pad an expense account; How to draft misleading resumés; How to double-talk a new client; How to mix a Martini; and other tricks of the trade. Ages 4-7



EACH KIT CONTAINS . . .

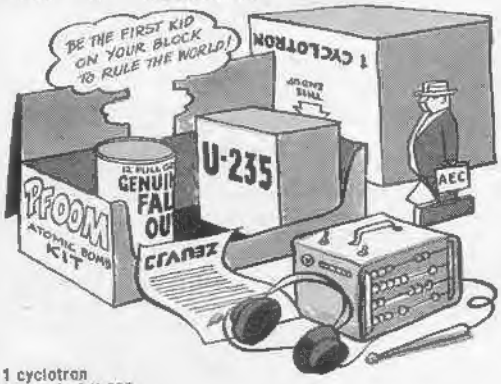


1 handbook of Madison Avenue expressions
1 4-button gray flannel suit
1 button-down Oxford shirt
1 slightly battered briefcase
1 commuter ticket
1 empty Vermouth bottle

JUNIOR ATOMIC SCIENTIST KIT

Introduce your child to the new world of nuclear fission. This educational and practical kit prepares him for a future role as an atomic physicist. What a joy to wake up each morning to the sound of an explosion and the sight of a mushroom cloud rising outside your window. The other children will be impressed, particularly when your son recruits them to test the range of his first blast. Ages 5-9

EACH KIT CONTAINS . . .



1 cyclotron
1 pound of U-235
1 can of fallout
1 geiger-counter
1 cut-out figure of Lewis Strauss
1 official Russian protest signed by Khrushchev

**GEORGE GOBEL will return a dirty bird

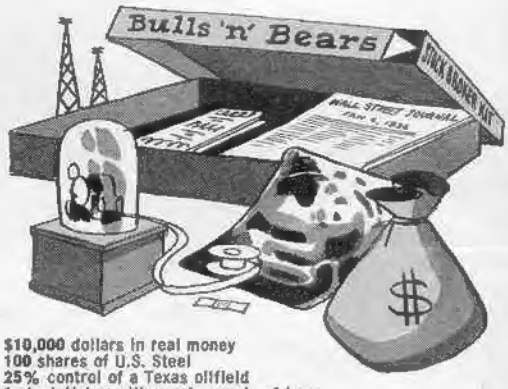
XMAS TOYS

PICTURES BY BOB CLARKE

JUNIOR STOCK MANIPULATOR KIT

Does your child have an eye for money? If so, then you should steer the little beggar into a career in stocks and bonds. Before you know it, he will have organized a Mutual Investment Fund in his nursery school. If he follows the instructions included in this kit, he will be in control of a corporation before he's in high school. This toy gets him into the habit of thinking "big". Ages 6-12

EACH KIT CONTAINS . . .



$10,000 dollars in real money
100 shares of U.S. Steel
25% control of a Texas oilfield
1 stock ticker with year's supply of tape
1 year's subscription to "The Wall Street Journal"
1 X-ray of a duodenal ulcer

JUNIOR LABOR RACKETEER KIT

If your child is a born leader and likes bullying the smaller boys on the block, then this kit is a "must". You'll burst with parental pride as you watch him shake down the newsboy. You'll be even prouder when he begins picketing the candy store on the corner. And think how pleased you'll be when he comes home one night, armed with blackjack and henchmen, and starts organizing the family. Ages 8-11

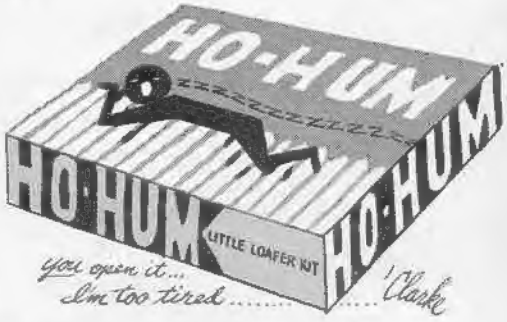
EACH KIT CONTAINS . . .

4 blackjacks
1600 Picket signs
Dave Beck's unlisted telephone number
3 goons
2 sets of account-books
1 pamphlet, "Congressional Committees and How they Work"

JUNIOR LOAFER KIT

Some youngsters still have the old-fashioned idea that you have to work in order to get ahead in life. That's not true! Today, loafing is a highly-skilled art. Here is a kit which will teach your boy all the ins and outs of enjoying a lifetime of leisure. This educational toy will show him how to sleep 24 hours a day, how to just miss landing that big job, and how to grow up into a complete clod. Ages 9-13

EACH KIT CONTAINS . . .



1 lifetime pass to Jamaica Racetrack
1 box of tranquilizers
50 assorted excuses for not working
1 pamphlet, "Your Unemployment Insurance Rights"
1 hammock
1 book, "How To Marry Rich"

BZZ-BZZ-BZZT DEPT.

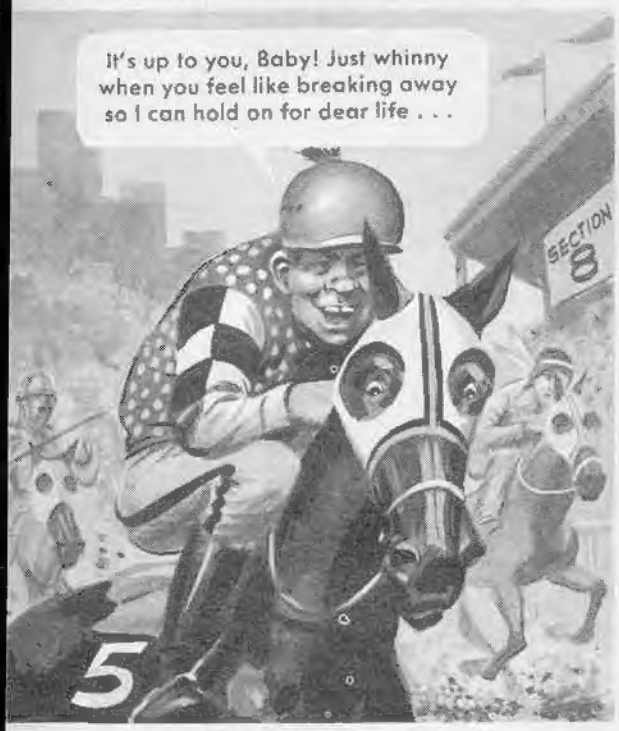
**FRANK SINATRA will return a case of Wheaties

To make sure you get your money's worth in sports (and make up for your not getting your money's worth in magazines), MAD now lets you in on some of those private little conversations you always see but never hear. So next time you see these things going on, you'll know what they're actually saying when they indulge in that...

SECRET SPORTALK

PICTURES BY WALLACE WOOD

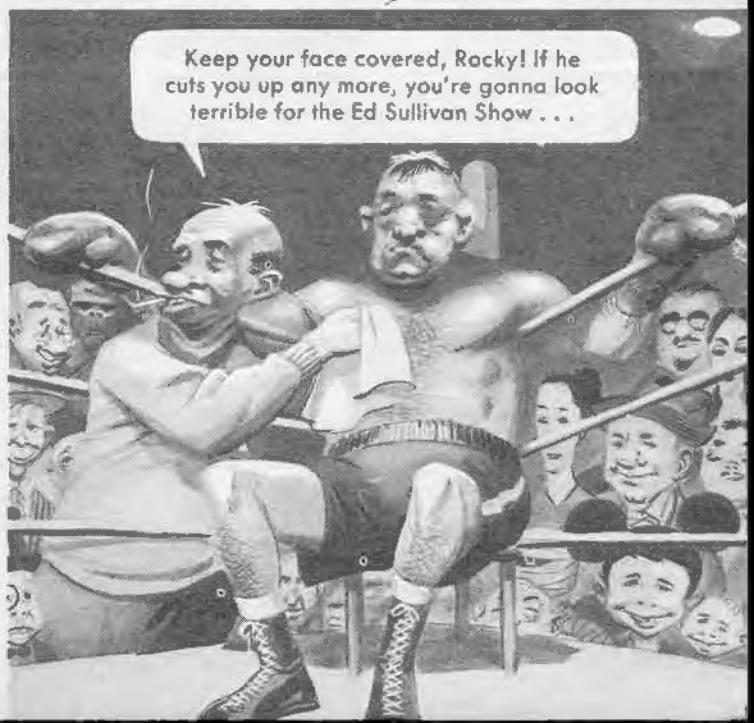
THE JOCKEY AND THE HORSE



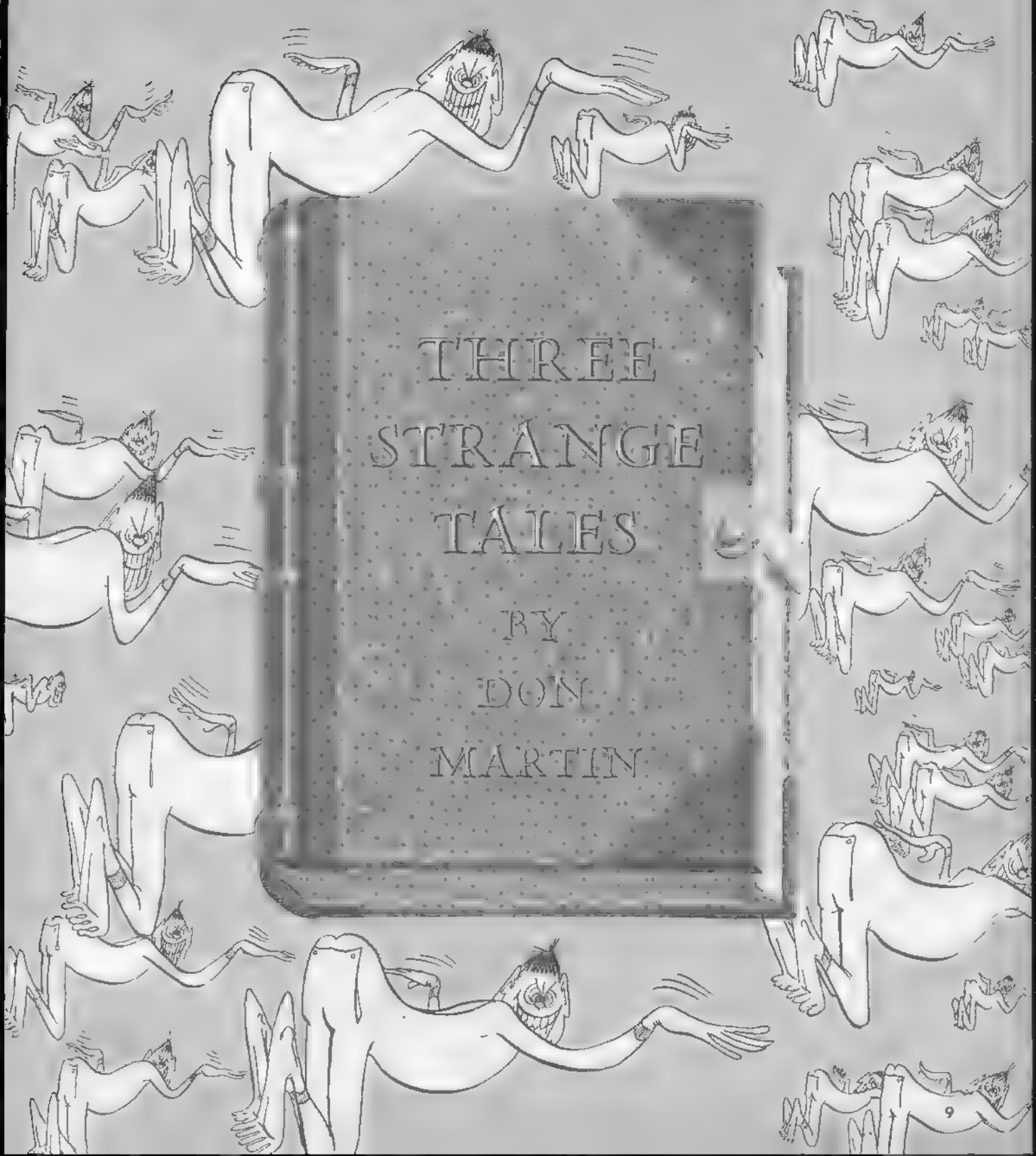
THE FOOTBALL HUDDLE

THE PITCHER AND THE CATCHER

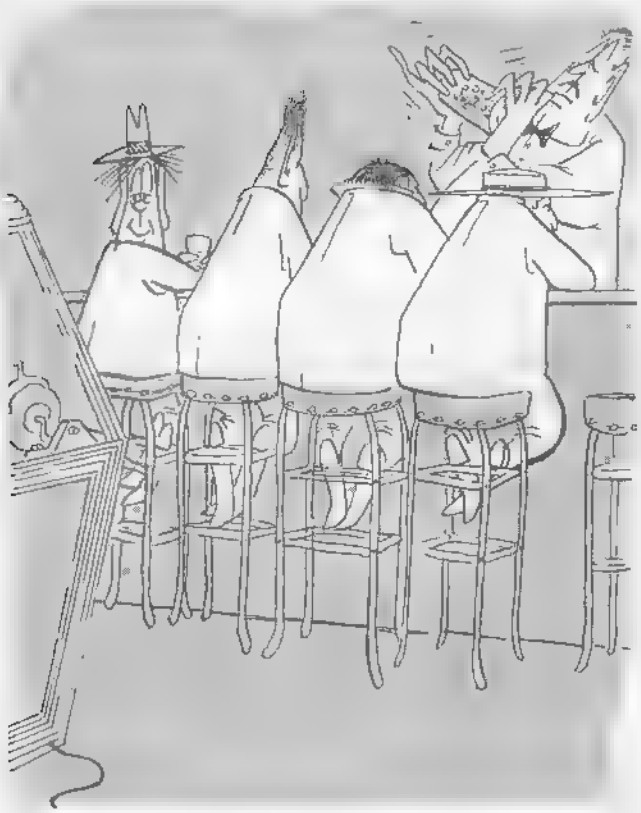
THE FIGHTER AND THE TRAINER



MAD Proudly Presents:



In A Tavern



In King Arthur's Kitchen

**DUNCAN HINES will return a TV Dinner

In Anothe

• •BORIS KARLOFF

er Tavern

will return a mirror

ERNIE KOVACS DEPT. PART I

Strangely Believe It!

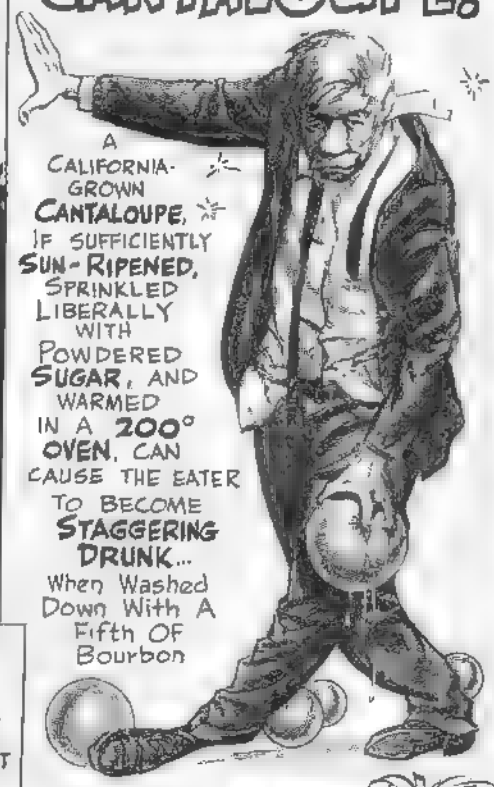
PICTURES BY WALLACE WOOD

TOULOUSE LA FEINSTEIN

A Grocery Clerk From ALTOONA, PENNSYLVANIA, Although He Had Never Held A Brush In His Hand, **PAINTED A PICTURE THAT SOLD FOR $131,000!**

TOULOUSE HAD MISTAKENLY PAINTED IT ON THE BACK OF AN ORIGINAL DA VINCI

IT IS POSSIBLE TO GET DRUNK ON CANTALOUPE!



A CALIFORNIA-GROWN **CANTALOUPE**, IF SUFFICIENTLY **SUN-RIPENED**, SPRINKLED LIBERALLY WITH POWDERED **SUGAR**, AND WARMED IN A **200° OVEN**, CAN CAUSE THE EATER TO BECOME **STAGGERING DRUNK**... When Washed Down With A Fifth OF Bourbon

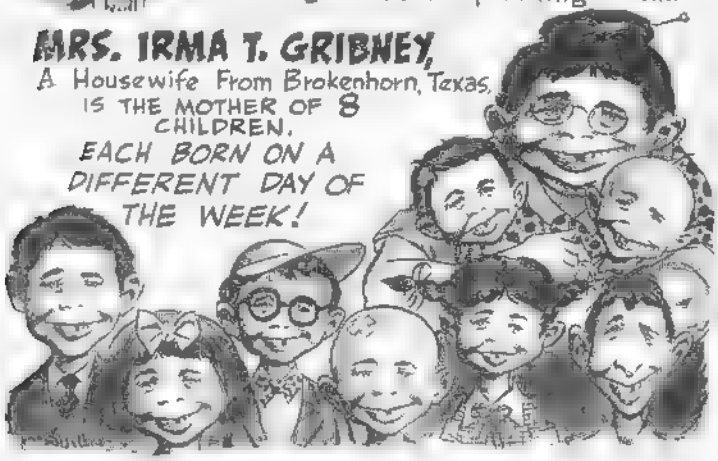
CENTIPEDES CAN BE TRAINED TO DIVE!

However, no Centipede has ever Performed this Athletic Feat in Public... As Centipedes Have No Hipbones, And Their Swimming Trunks Keep Falling Down.

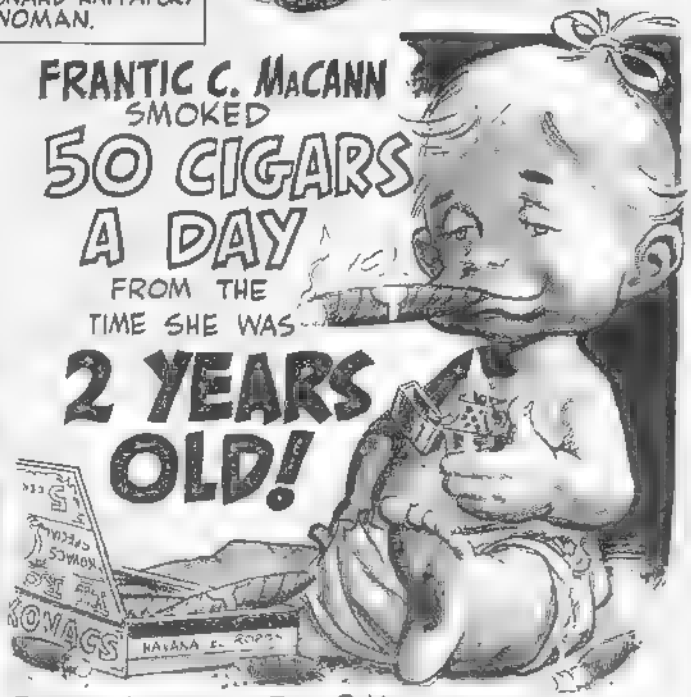
LEONARD RAPPAPORT HAS NOT SHAVED IN 52 YEARS! THAT'S BECAUSE LEONARD RAPPAPORT IS A WOMAN.

MRS. IRMA T. GRIBNEY,

A Housewife From Brokenhorn, Texas, IS THE MOTHER OF 8 CHILDREN, *EACH BORN ON A DIFFERENT DAY OF THE WEEK!*



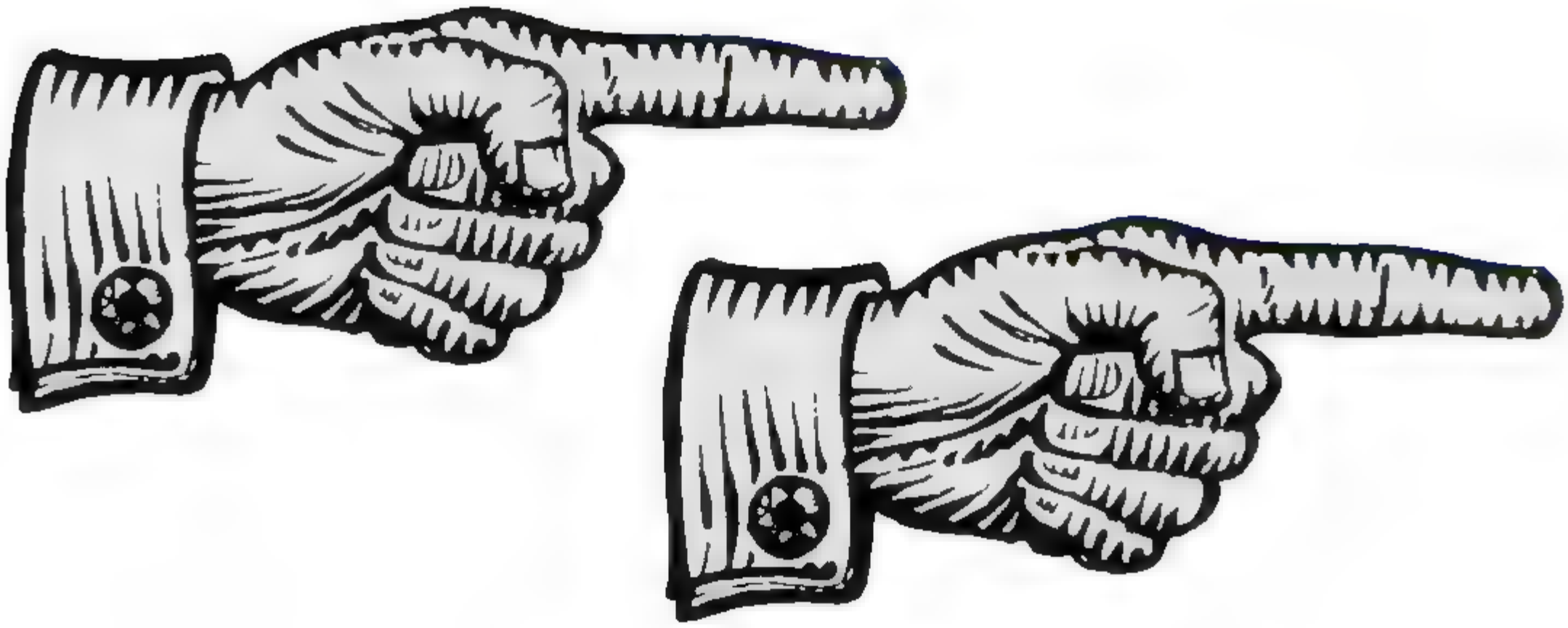
FRANTIC C. MACANN SMOKED 50 CIGARS A DAY FROM THE TIME SHE WAS 2 YEARS OLD!



FRANTIC LIVED TO BE 2½ YEARS OLD.

Nothing to see here!

Please skip ahead.



PUNCH IN THE NO'S DEPT.

Every writer hates to receive a rejection slip from a magazine for two reasons: first, it means he's going to starve to death because the editors didn't buy his story. And second, rejection slips make such darn dull reading! They're all the same! Take, f'rinstance, the one on the left which could have been sent out by any magazine, from *Playboy* to *The Ant Breeders Journal*. Dull, isn't it? We at MAD believe that, as long as they bring bad news, rejection slips should at least make *interesting reading*, and should at least *sound* like the magazine that sends them out. Then, it would be a pleasure to receive these

Dear Contributor:

Your material has had our careful consideration. We are sorry to report it is not quite suited to our needs.

We would like to write personal notes to everyone sending us material, but the number of submissions we receive makes this impossible.

The Editors

down beat

CRAZY, MAN!

Tough stuff, Cat. You were almost with it! We're a cool school up here, Dad, and way out on that tempo, but your little opus caught us on the upbeat. Maybe you'll groove it next session.

We'd like to lay down the personal message, but son . . . we just can't make it!

Beedle-de-bo-bo!
The Editors

SAGA

TRUE ADVENTURES FOR MEN

Hey, Mac!

What's 'a big idea? This stuff of yours ain't fer us! We publish he-man stories fer guys with hair on their chests and size 16 collars. Stories in SAGA are jam-packed with action and adventure. We ain't got no frilly features and sissy stories!

Sure, we're glad you sent us yer stuff! We'll even say, "Thanks, Buddy!" But next time, put some guts in it, see!

The EDITORS

POPULAR MECHANICS

WRITTEN SO YOU CAN UNDERSTAND IT

Dear Contributor:

This is a rejection slip. It measures 7.8 cm in width by 8.8 cm in depth. It was set in 6 point Alternate Gothic No. 2 on an Intertype Machine, in upper and lower case, one point leaded and printed on Gould "Turin" paper by a 48 ATF Webb Offset Press.

Meaning of this rejection slip is as follows. We have read your material, have decided we cannot use it and are herewith returning it.

The Editors

Confidential

TELLS THE FACTS AND NAMES THE NAMES

Dear "Contributor".

Something smelled **fishy** when we tore your material out of its pasty looking envelope. The **big surprise**, however, came when we **read** it. Whatever you were thinking when you wrote your article —and we know you were thinking about **something**—wasn't worth thinking **about**! Unless you had something **else** on your mind???

We have **reasons**—which you can well imagine —for not sending a **personal** letter. Enclosed is your submission, which—though we couldn't use it —told us **quite a bit**!

The Editors.

"THE FULTON FISH MARKET will return "The Sweet Smell of Success"

Distinctive Rejection Slips

Advertising Age

Dear Contributor,

The minute we received your article, we put it on the 5·25 to Westport to see whether it would get off

It didn't

Then we picked up the ball and rolled it down the alley to see how many pins would fall Not enough to spell out the difference, we're afraid Contents-wise, your material just doesn't reach the goal line Somehow you haven't touched all the bases. It looks like we'll have to flash the red light on this one.

The Editors

VOGUE

Darling,

Your article was simply too much! We mean it was too, too much for us! It's smart to be smart, but we're afraid your material just isn't smart enough! All the girls have given it their careful consideration, and—well, you know how it is, dear!

We're delighted to take articles tailored exclusively for us. This one just wasn't our style But it was cunning of you to think of us, even for a moment

Bye, now!
The Editors

THE READER'S DIGEST

Articles of Lasting Interest

Dear Cont'r'b't'r
Sorry!
Eds.

True Confessions

when you read it you [illegible]

Dear, Dear Contributor

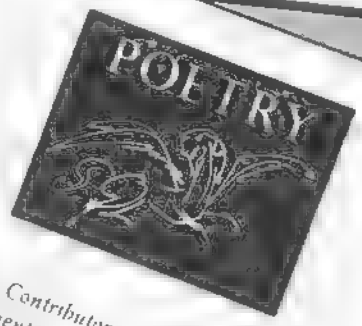
We didn't know exactly what to think when we first read your material To be perfectly frank, it seemed that we'd read it before somewhere, some time, somehow

We've struggled with our conscience. We've asked ourselves a thousand searching questions. But the answer always comes up the same.

We just can't use your contribution.

Believe us telling you this hasn't been easy for us

The Editors



Dear Contributor
It torments us to have to state
Your poetry is second rate!
The way your contribution reads
Could scarcely fit our present needs.
The Editors

RED CARPET DEPT.

Ivan Slobotnavitch, Ace Moscow news correspondent, was recently assigned to photograph and report on the shocking conditions prevalent in this decadent capitalistic country of ours. He arrived here armed with camera, film, pad, and pencil (red), and went straight to work. Fortunately, MAD was able to intercept the dispatch Ivan sent back to *Pravda*. Here, then, is the United States as seen through red-tinted glasses in Ivan's . . .

REPORT

"Here is proof that all Americans are warmongers. Even children are armed. For practice, they kill each other!"

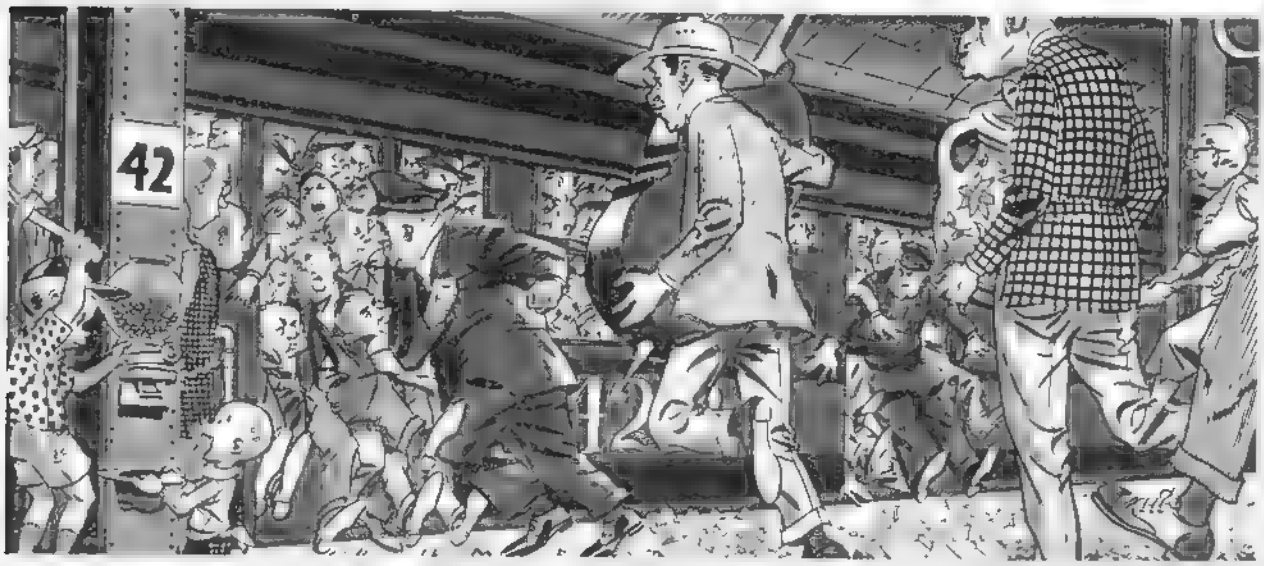
"Lynchings are common. Most businesses shut down for the occasion. Not only are the Americans bloodthirsty, they are also illiterate. They can't even spell 'lynch'!"

"With mine own eyes, I have seen long breadlines in the United States!"

TO RUSSIA

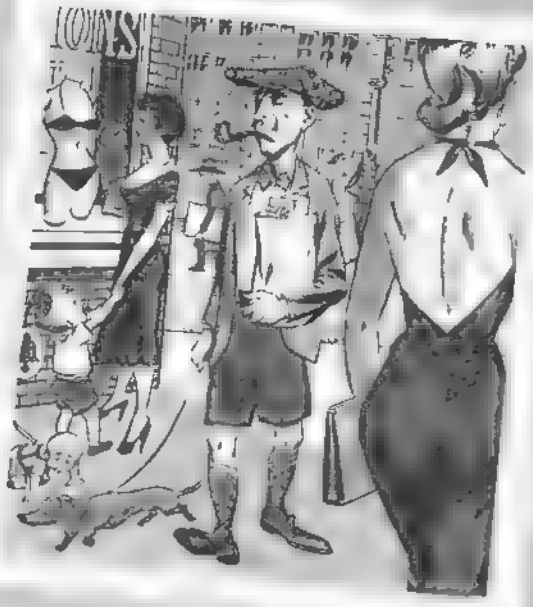
PICTURES BY WALLACE WOOD

"JACK WEBB will return a Julie London album



"Daily, screaming U.S. slave laborers are forced into steel boxcars by uniformed Fascistic guards!"

"U.S. automobiles are poorly made. I have seen the tops of some come off by the mere touch of a finger."



"Clothing is scarce in the United States. Many garments are put on the market only partly completed."

"Most Americans are starving. Newspapers and magazines publish lists of the meager foods the people are permitted to eat!"

"In fact, hunger is so prevalent here, people have taken to eating domestic animals!"

"Lighting facilities in the U.S. are primitive. I have seen Americans reading by the light of 150-year-old kerosene oil lamps!"

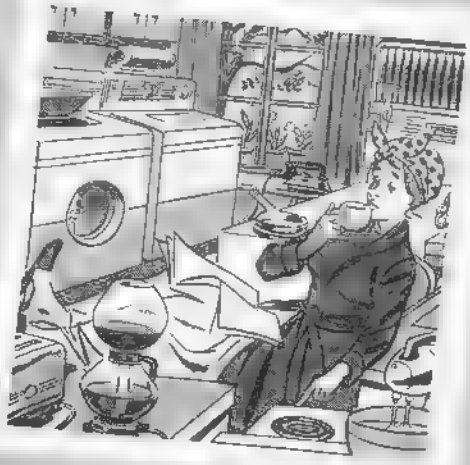
"Other, more impoverished people have to be content to eat their meager meals by candlelight!"

I have seen an entire theatre illuminated by only one candelabra!

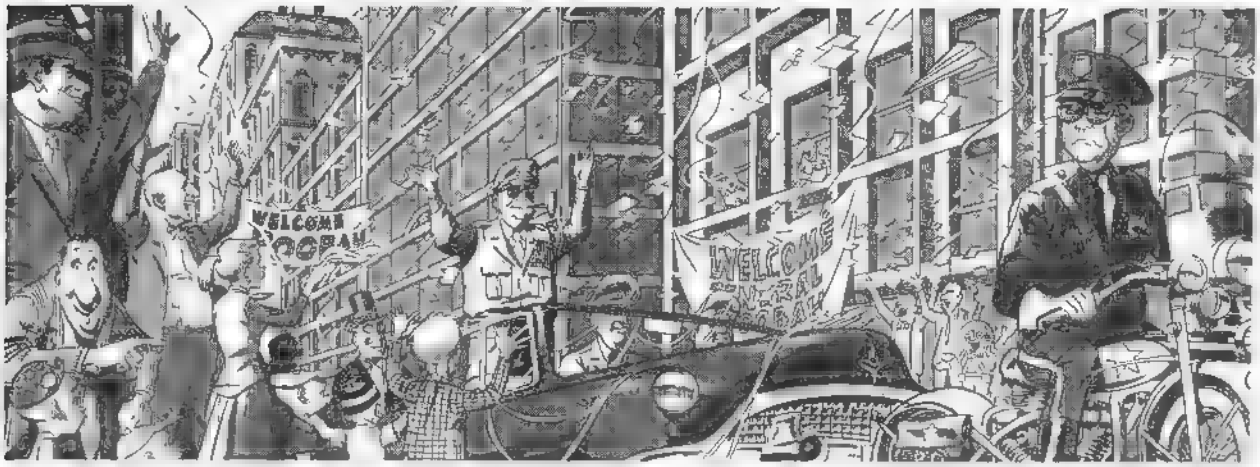
"Here is proof that Capitalistic bankers bleed the people dry!"

"Americans are so regimented, they are permitted to display their emotions only at given signals!"

"Children are forcefully separated from parents at an early age, and sent off to labor camps!"



"U.S. housewives are forced to operate machines in their own homes!"



"Sanitation facilities are a disgrace. Americans must dump their trash out of windows into streets!"

**PERRY COMO will return ■ bottle of tranquilizing pills

BOB

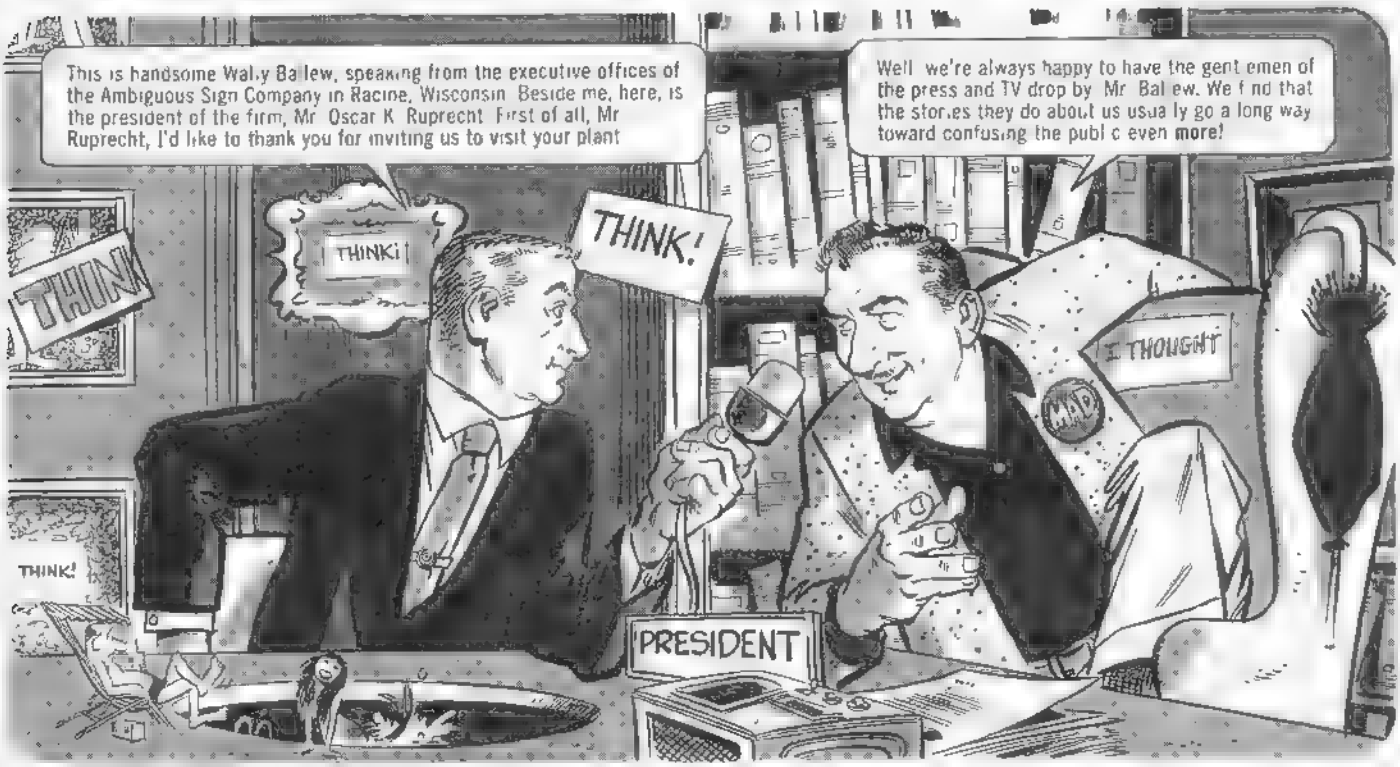
BOB & RAY DEPT.

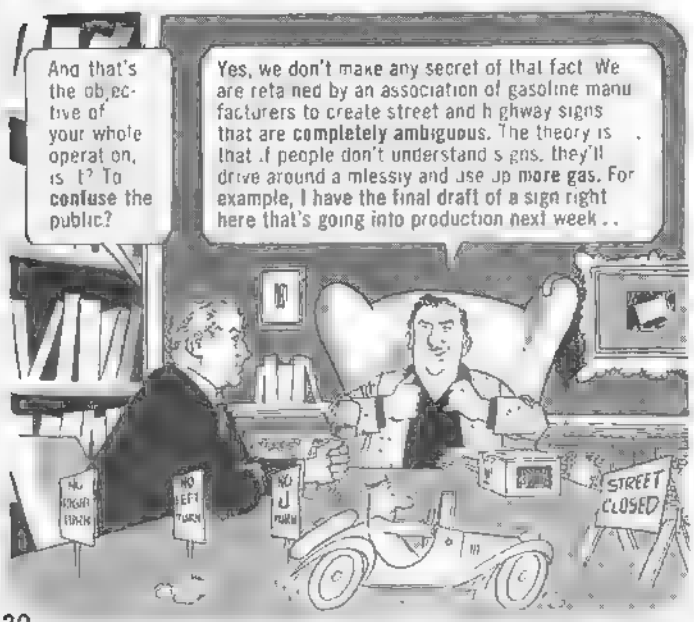
We interrupt this magazine to bring you a special article! We've just gotten word that Bob and Ray's roving correspondent, Wally Ballew, is standing by at a street and highway sign company in Racine, Wisconsin. So if you're ready, come in please, Wally Ballew, with your report on

RAY

AMBIGUOUS SIGNS INC.

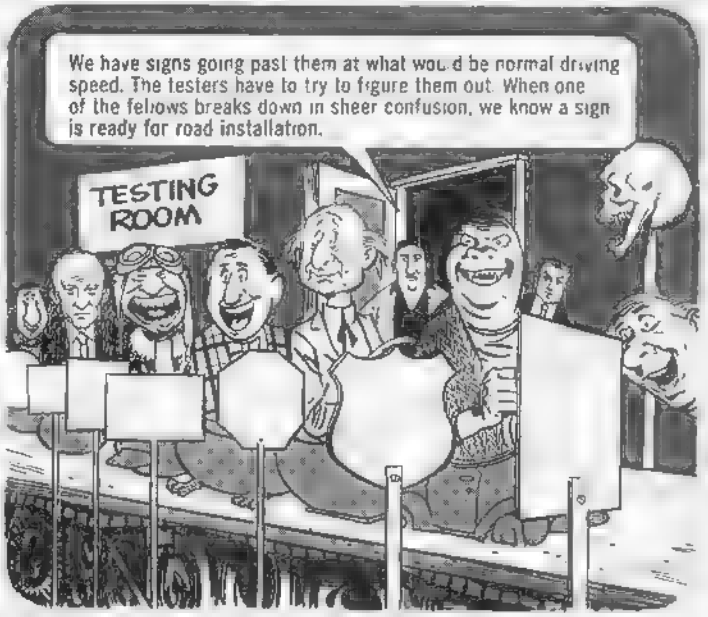
PICTURES BY MORT DRUCKER

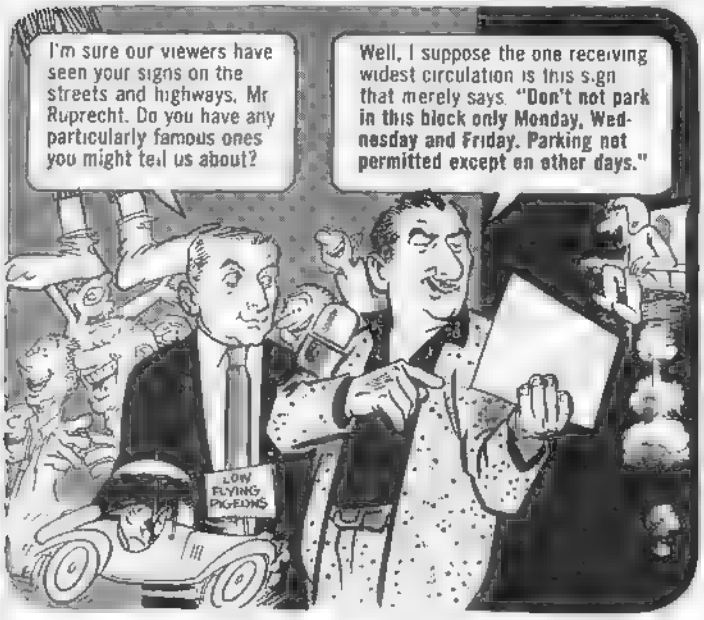




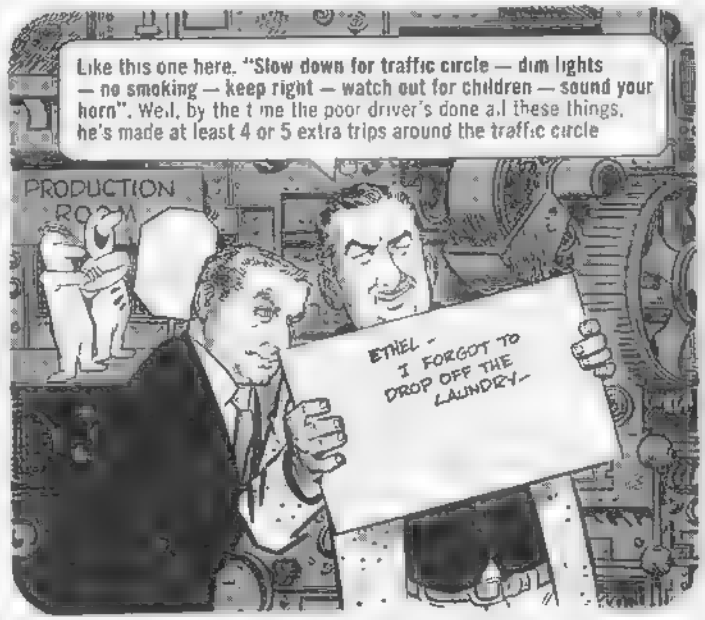
**KATE SMITH will return a Bikini bathing suit

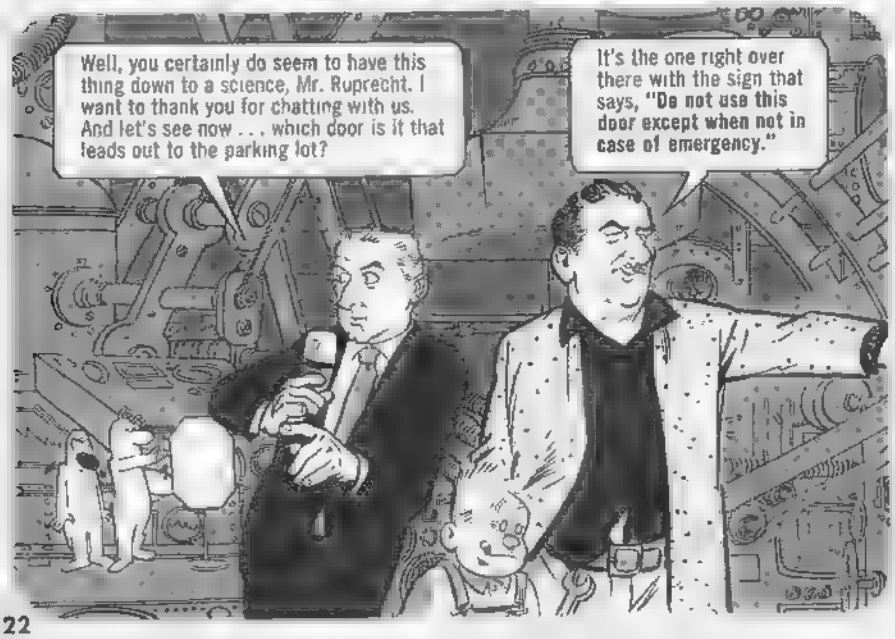
**YUL BRYNNER will return a tube of Brylcreem

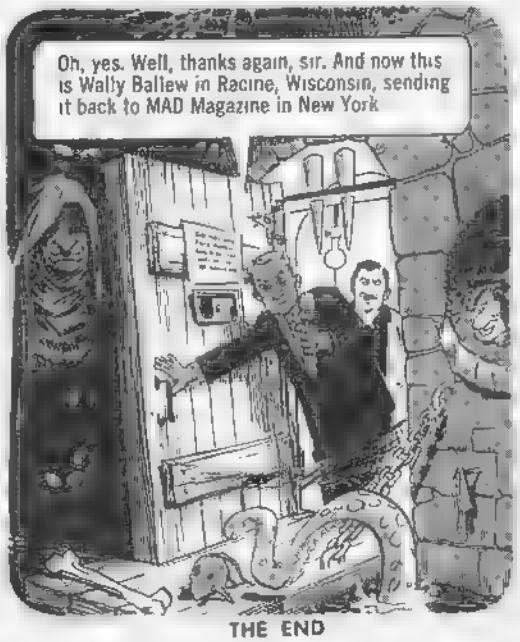




CONTINUED ON NEXT PAGE







THE END

**HUGH HEFNER will return a subscription to Esquire

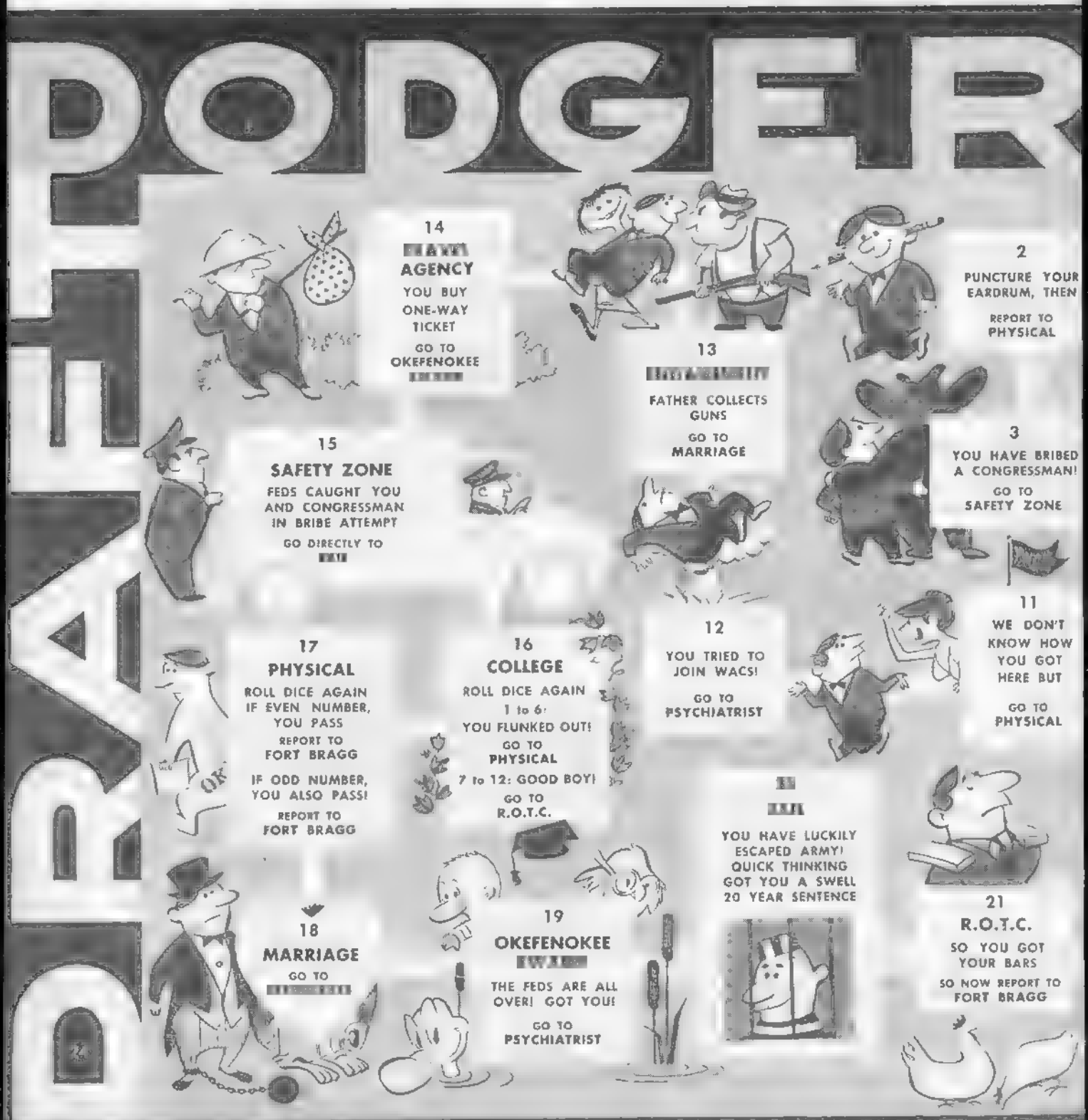
Scenes We'd Like to See

The Bank Examiner

SHAKE, RATTLE, AND ROLL DEPT.

While we were playing MONOPOLY recently, it suddenly occurred to us that they don't make very practical games these days. F'rinstance, how many people ever get enough money together to buy *The Boardwalk* and erect a hotel on it? Seems to us that in this era of realism, people ought to be playing realistic games. Games that help us cope with life. You'll see what we mean when you play

MAD'S DODGER



**SNOOKY LANSON will return a carton of Lucky Strikes

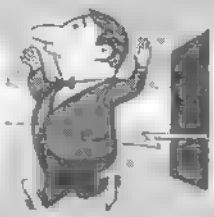
XMAS GAMES

PICTURES BY BOB CLARKE

HOW TO PLAY DRAFT DODGER

1. Object of game is to see who can stay out of the army.
2. Any number of goof-offs can play this exciting game.
3. Guy most eligible for "the call to duty" goes first.
4. Roll pair of dice, move number of squares indicated, follow directions in each square, and . . . good luck!

1
YOU'RE CHEATING ALREADY!
THERE'S NO "1" ON A PAIR OF DICE!



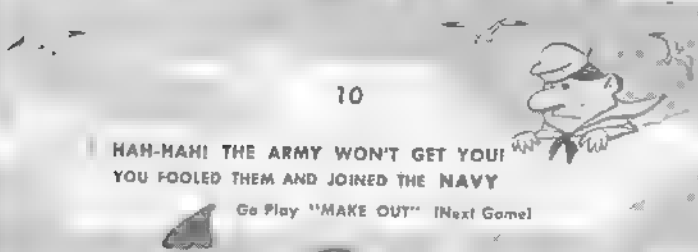
DRAFT BOARD
YOU'RE REGISTERED!
GOOD LUCK!

4
YOU HAVE DECIDED TO MAKE A RUN FOR IT
PROCEED TO TRAVEL AGENCY

5
YOUR OLD MAN'S GOT MONEY
GO TO COLLEGE

6
YOU HAVE MET "THE GIRL"!
GO TO ENGAGEMENT

7
THEY'RE COMING FOR YOU!
DUCK INTO CON[redacted] SIDE ALLEY HERE!



10
HAH-HAH! THE ARMY WON'T GET YOU!
YOU FOOLED THEM AND JOINED THE NAVY
Go Play "MAKE OUT" (Next Game)

9
YOU HAVE RECEIVED YOUR NOTICE
REPORT TO PHYSICAL

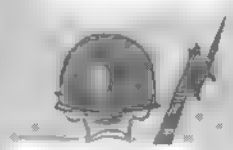
8
YOU HAVE JOINED NATIONAL GUARD!
REPORT TO ARMORY

22
PSYCHIATRIST
YOU HAVE PLEADED INSANITY AND WON!
REPORT TO OFFICER'S TRAINING SCHOOL

23
DEPENDENTS
YOU ARE FINALLY DEFERRED!
YOU NOW HAVE FIVE KIDS.
Go Play "ALIMONY" (Game After Next)

24
[redacted]
THEY HAVE ACTIVATED YOUR NATIONAL GUARD UNIT!
REPORT TO FORT BRAGG

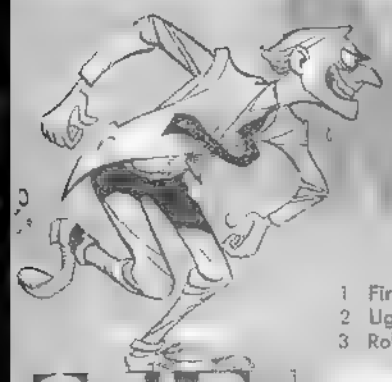
25
OFFICER'S TRAINING SCHOOL
SO YOU GOT YOUR BARS
REPORT TO FORT BRAGG

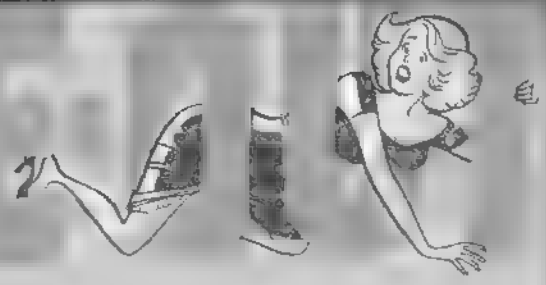


26
FORT BRAGG
CONSIDER IT HOME!
Keep the dice! You'll need 'em!

YOU ARE A FULL-FLEDGED
DRAFT DODGER

For Membership Card,
send name and address to
J. Edgar Hoover
Washington, D.C.





HOW TO PLAY "MAKE-OUT"

1. First one to reach "Make-Out Hall of Fame" wins!
2. Ugliest player goes first. He needs the head-start.
3. Roll only one die. Move number of boxes indicated.
4. Follow the directions in each box as you land on it
5. If your first name is Melvin or Alphonse or Felix, don't even bother to play. You'll never make it, kid!

START

PUT ON YOUR [redacted] AND LET'S GO!

1

YOU GOT AN INCREASE IN YOUR ALLOWANCE!

MOVE AHEAD 2

2

YOU BORROWED POP'S CAR!

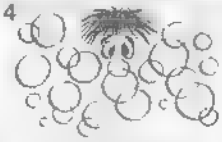
MOVE AHEAD 1

3

YOU QUOTE POETRY!

STAY PUT

4



YOU WATCH LAWRENCE WELK!

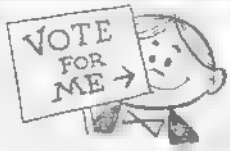
MOVE BACK 1

9

YOU LOST! *TOUGH!*

STAY PUT

8



YOU'RE RUNNING FOR SCHOOL PRESIDENT!

MOVE AHEAD 1

7

YOUR 3RD COUSIN KNOWS MARLON BRANDO!

MOVE AHEAD 2

6

YOU'RE CALLED "SONNY BOY" AT HOME!

STAY PUT

5

YOU WERE CAUGHT "HALF-SAFE"!

MOVE BACK 2

10

YOU GET INTO AN ARGUMENT WITH HER OLD MAN!

MOVE BACK 1

11

YOU GOT INTO A DRAG RACE IN A BORROWED CAR!

MOVE BACK 2

12

YOU GOT AN ELVIS PRESLEY HAIRCUT!

STAY PUT

13

YOU LEARNED TO CHA-CHA!

MOVE AHEAD 2

14

YOU STARTED USING SEN-SEN!

MOVE AHEAD 1

19

YOU GOT TWO TICKETS TO "MY FAIR LADY"!

MOVE AHEAD 1

18

YOU SUGGESTED A "DUTCH TREAT"!

STAY PUT

17

YOU TOLD HER YOU ARE GLAD SHE'S SMART INSTEAD OF PRETTY!

MOVE BACK 3

16

YOU ACTUALLY WATCHED MOVIE AT DRIVE-IN!

MOVE BACK 1

15

YOU WEAR BERMUDA SHORTS!

STAY PUT

CONGRATULATIONS! YOU'VE MADE

THE MAKE-OUT HALL OF FAME

TOMMY MANVILLE

PORFIRIO RUBIROSA

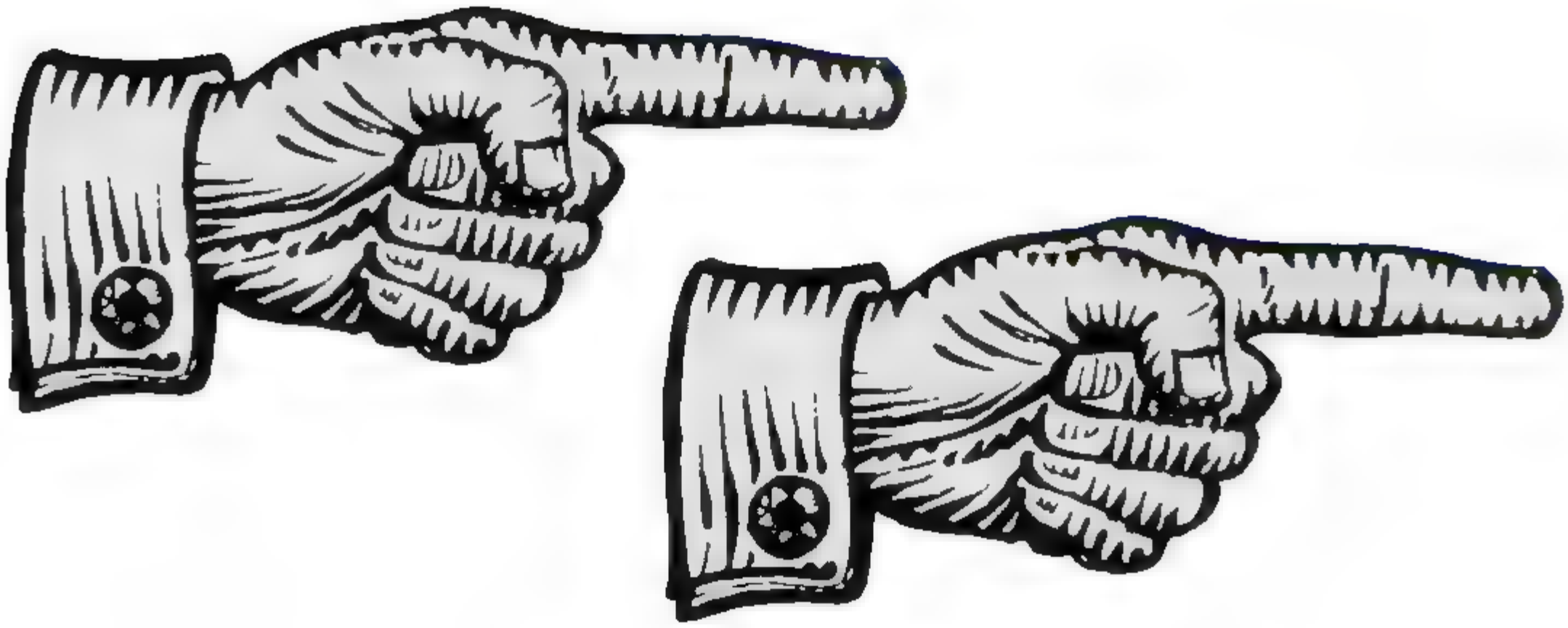
ERROL FLYNN

ALFRED E. NEUMAN

Call QU-2-9970 and ask for CYNTHIA. If a man answers, hang up! Better still, give him name of loser of this game!

Nothing to see here!

Please skip ahead.



ALIMONY

10
FORGOT SPOUSE'S BIRTHDAY
MOVE AHEAD 3

9

8
FORGOT TO PUT COVER BACK ON TOOTH PASTE
MOVE AHEAD 1

7

6
APOLOGIZED AFTER AN ARGUMENT
MOVE BACK 3

11

12
GAVE UP SMOKING
MOVE BACK 1

13

14
LOST TICKETS TO "MY FAIR LADY"
MOVE AHEAD 5

15

USED
THE H
FOR O
MOVE

RENO
GAME AND MARRIAGE ARE FINISHED
(GO BACK AND PLAY "MAKE OUT")

34
REMEMBERED ANNIVERSARY
MOVE BACK 17

33

32
SMASHED UP CAR FENDER
MOVE AHEAD 1

31

28
OPENED SPOUSE'S MAIL
MOVE AHEAD 1

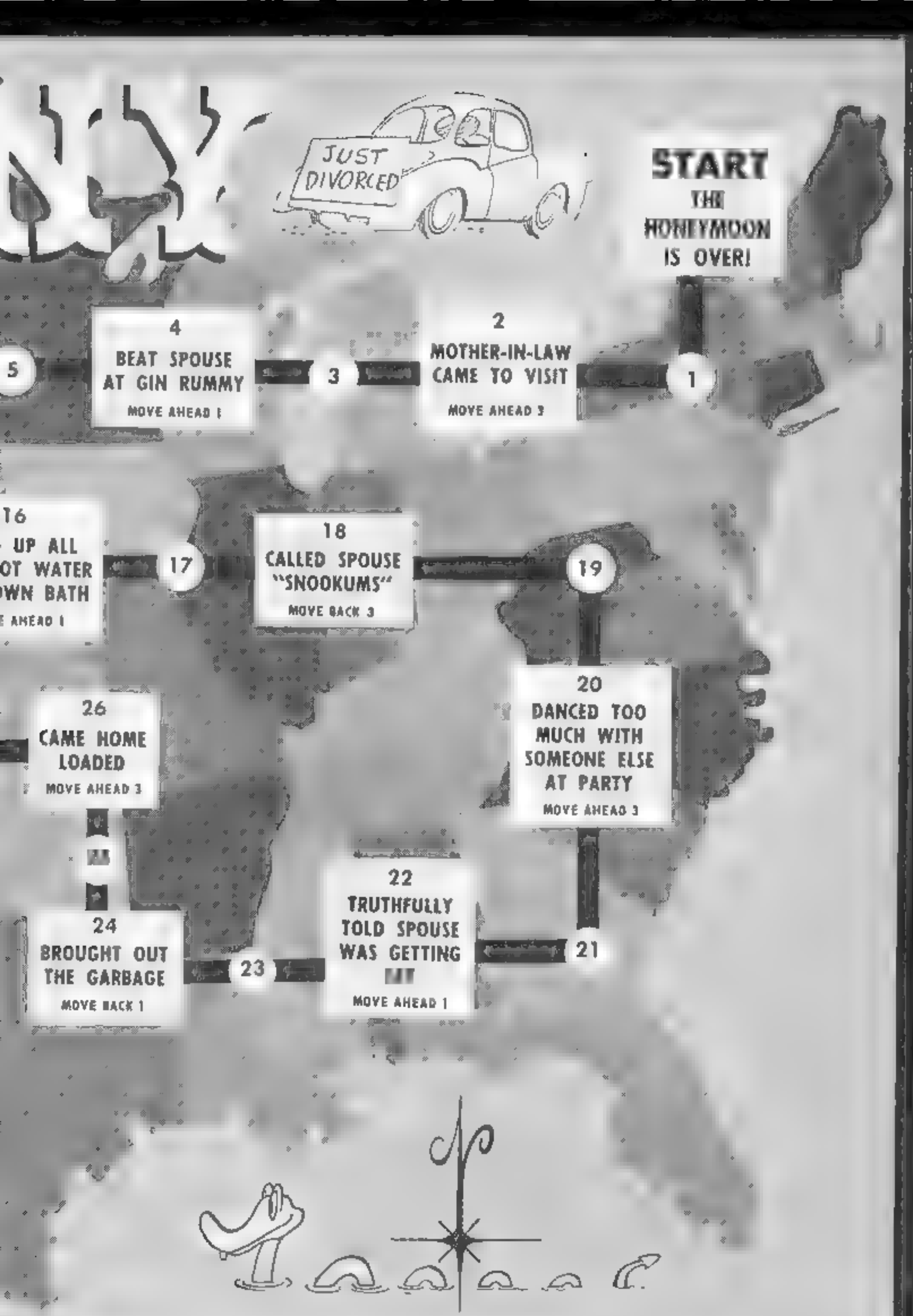
27

29

30
AGREED WITH SPOUSE ABOUT [illegible]
MOVE BACK 5

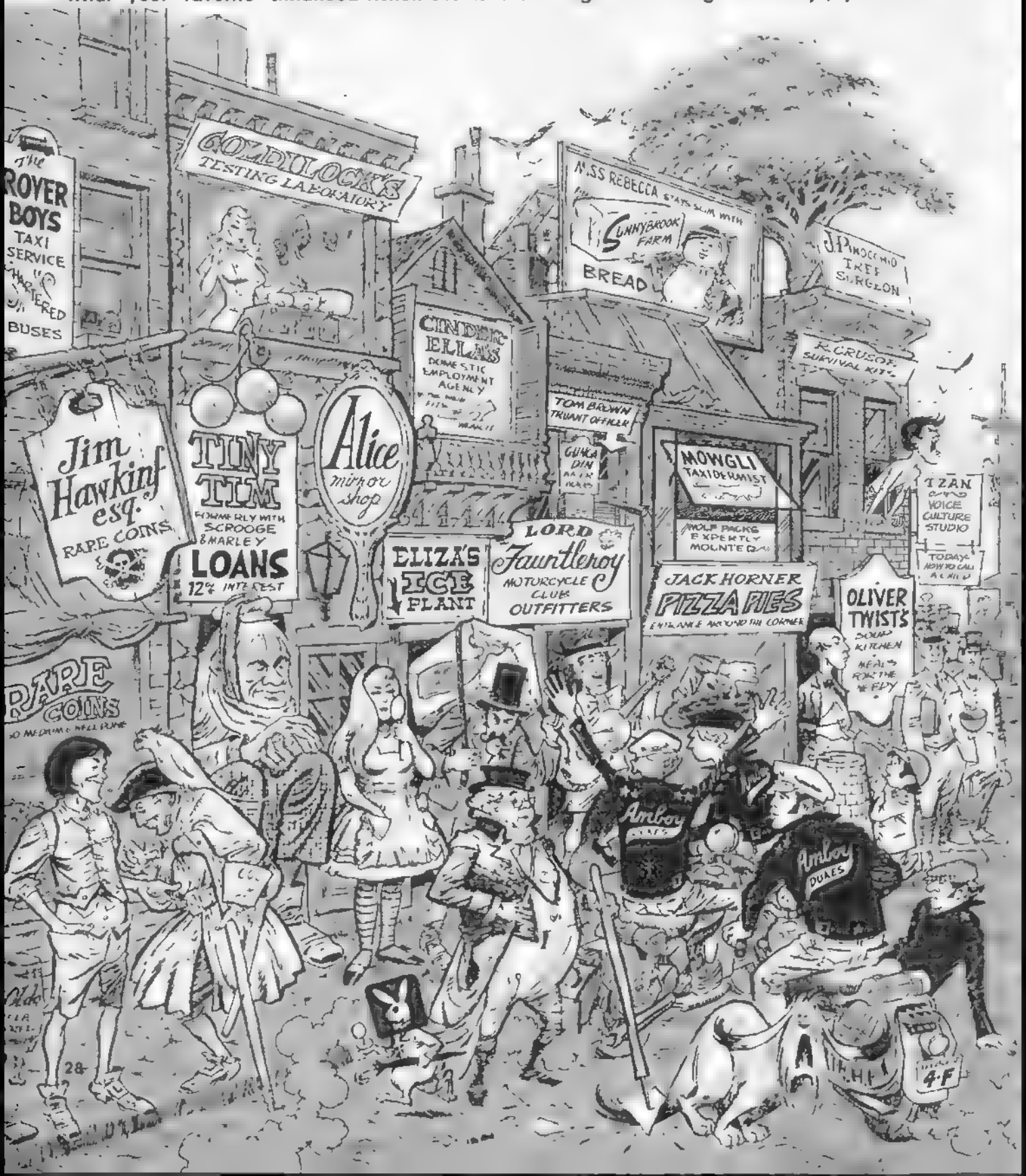
HOW TO PLAY "ALIMONY"

1. Player who reaches Reno first wins.
2. This game can be played by 1 to 3 unhappy couples.
3. Each player chooses appropriate name he wishes to be known as throughout game . . . like "Bum", "Clod", "No-Goodnik", "Skunk", "Louse", or "Two-Timer".
4. Couple who had most recent argument goes first
5. Person who lost last argument goes first for couple
6. Roll one die Move number of boxes indicated. Follow directions in box.


JUST DIVORCED
START
THE HONEYMOON IS OVER!
1
2
MOTHER-IN-LAW CAME TO VISIT
MOVE AHEAD 3
3
4
BEAT SPOUSE AT GIN RUMMY
MOVE AHEAD 1
5
16
UP ALL
OT WATER
WN BATH
E AHEAD 1
17
18
CALLED SPOUSE "SNOOKUMS"
MOVE BACK 3
19
20
DANCED TOO MUCH WITH SOMEONE ELSE AT PARTY
MOVE AHEAD 3
21
22
TRUTHFULLY TOLD SPOUSE WAS GETTING
MOVE AHEAD 1
23
24
BROUGHT OUT THE GARBAGE
MOVE BACK 1
26
CAME HOME LOADED
MOVE AHEAD 3

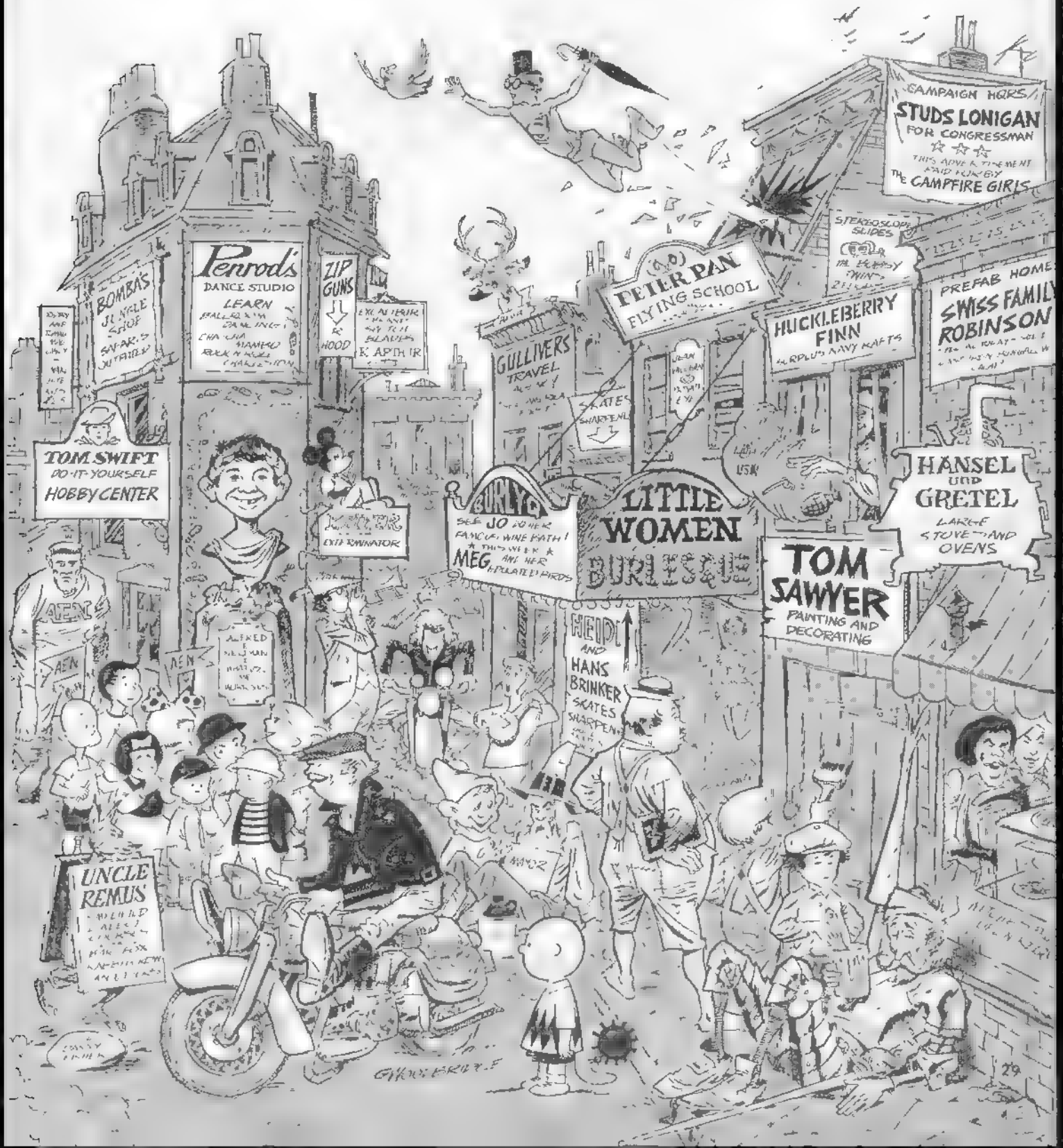
CHARACTERS THAT GROW ON YOU DEPT.

While we were on our vacation last summer, we took a wrong turn somewhere and ended up in the town of Public Domain, Pa. (due North of Author-Author, Md.). Much to our surprise, we discovered that Public Domain is the place where most story book characters come and settle down to lead normal lives. What intrigued us the most was the business careers these past literary heroes had chosen for themselves once they'd grown up. So, if you'd like to know what your favorite childhood fiction-chums are doing for a living these days, you can . . .



SEE THEM NOW

PICTURES BY GEORGE WOODBRIDGE



"BOB HARRISON will return a copy of "How To Win Friends and Influence People"

ERNIE KOVACS DEPT. PART II

Strangely Believe It!

PICTURES BY WALLACE WOOD

ARMAND ROBESPIERRE,

OF FON-DU-LAC, Wisconsin, HAS USED THE **SAME LIGHT BULB** FOR THE PAST **47 YEARS!** He uses it as a Bookmark.

BURRELL H. CALHOUN, A Song Writer, **NEVER HAD A HIT TUNE,** ALTHOUGH ONE OF HIS SONGS SOLD OVER **NINE MILLION RECORDS!** It was on the other side of "Stardust."

THE FARM OF **BEULAH SWOOSE,** PAPAYA GROWER OF PROVIDENCE, Rhode Island IS **LARGER** THAN THE **ENTIRE STATE OF TEXAS!**

THE CRAWLING HORNED GREEBUS,

a **FISH** native to **ASIA,** CAN CRAWL **100 YARDS** OUT OF **WATER!** Unfortunately, it Gets Winded Easily, And Can Never Crawl Back.

DESPITE THE FACT THAT AN **ELEPHANT** CAN LIFT ONLY **ONE-HALF** ITS OWN WEIGHT, AND AN **ANT** CAN LIFT **70** TIMES ITS OWN WEIGHT, AN **ANT** CANNOT LIFT AN **ELEPHANT.**

FRANKLIN Q. FANGLY

DOVE OFF A **900 FOOT TOWER** INTO A **3 FOOT** TANK OF **WATER** WITHOUT **INJURING HIMSELF!**

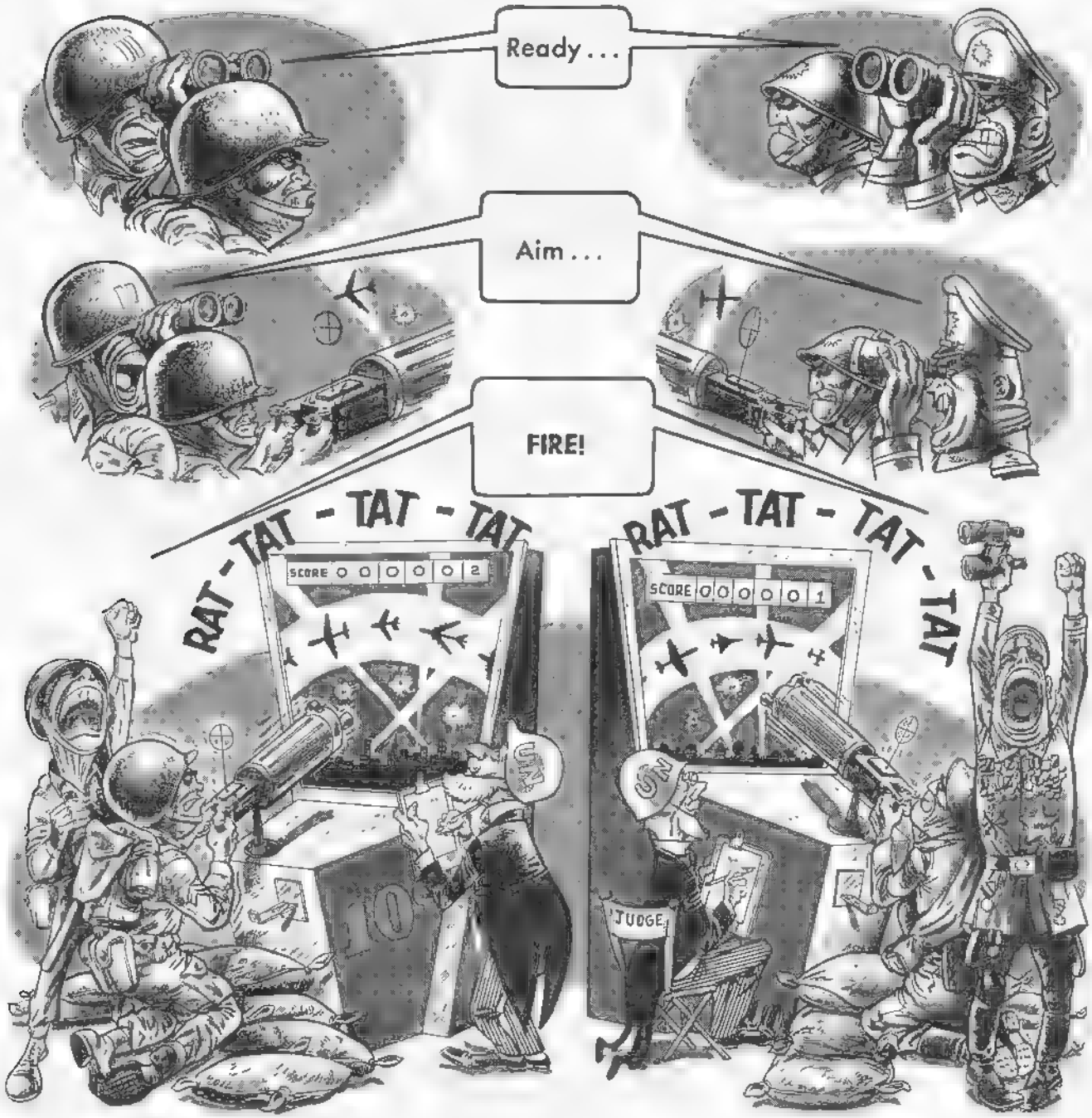
UNFORTUNATELY, FRANKLIN COULDN'T SWIM AND WAS DROWNED.

WAR IS HECK DEPT.

Leave us face it! Man is an argumentative, belligerent animal who, down through the ages, at the drop of a hat, goes to war with his fellow man. So here is MAD's suggestion for a new approach to this age-old problem:

HOW TO WAGE PEACE

STORY AND PICTURES BY DAVID BERG



Now you've got the general idea. We figure that as long as men must fight, let them fight in a harmless way . . . a sort of "peaceful war" Since armies consist of people, they could use the people's games, with the U.N. acting as judge and scorekeeper Then, to the victors would go the spoils, and nobody gets hurt much F'instance .

CONTINUED ON NEXT PAGE

ALFRED E. NEUMAN WAS HERE

HEADQUARTERS

TUG-OF-PEACE

And now, the games of our "peaceful war" are coming to a close. On the Hop-Scotch match rests the entire outcome

HEADQUARTERS

OLD MAID

. . 98 . . . 99 . . . 100! Anyone around my base is *it!*

We'll recall our ambassador!

We'll close our embassy!

We'll send you a nasty note!

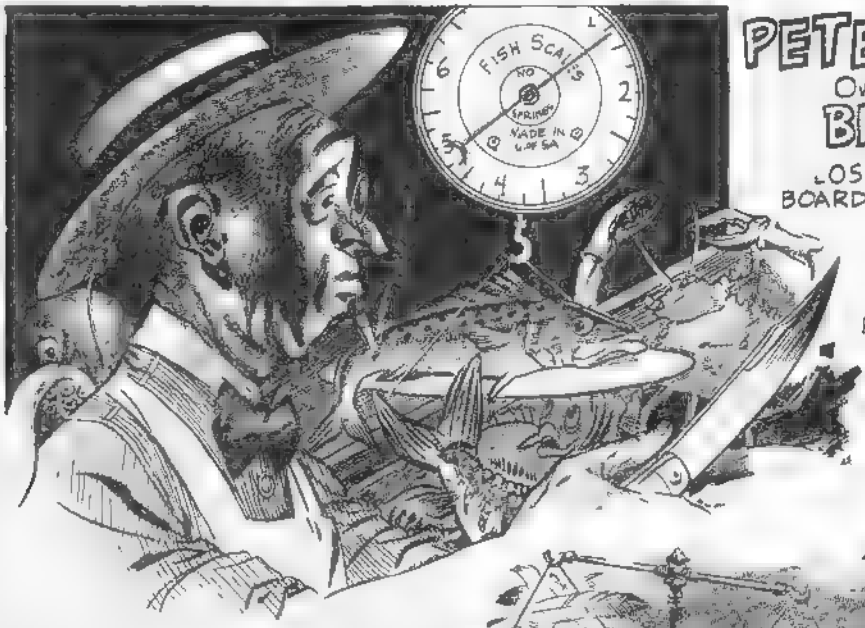
You know what this means, don't you?

Like we said in the beginning, man is an argumentative, belligerent animal who, at the drop of a hat, goes to . .

ERNIE KOVACS DEPT. PART III

Strangely Believe It!

PICTURES BY WALLACE WOOD



PETER J. EVERSHAM,

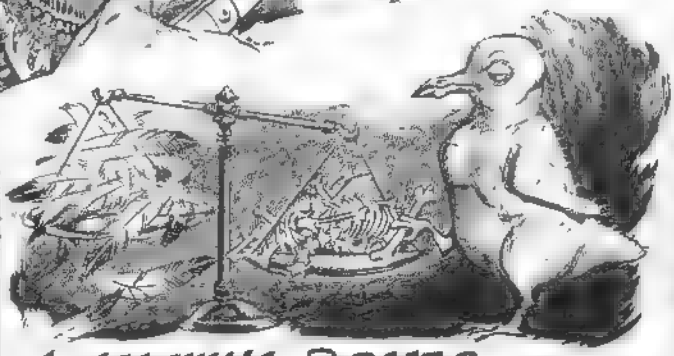
OWNER OF A FISH STORE IN **BROOKLYN, N.Y.** LOST HIS **SPECTACLES** OVERBOARD DURING AN OCEAN VOYAGE IN **1951.**

FOUR YEARS LATER, WHILE *CUTTING OPEN* A *FISH,* PETER FELT HIS KNIFE STRIKE SOMETHING **HARD.**

It was his thumb.

$$\frac{Q^{(P)} \times \pi r^2}{V^7 + XYZ^{8'}} \div \frac{PDQ^{10}}{R_x^{0}\,\frac{1}{2}} = U_{K^{T}}^{\Sigma\Omega} \times \frac{HQ^{CO}\,\Delta^{G!!}\,{}^{**}}{E-MC^2 + \frac{1}{2}}$$

IF YOU TAKE A **NUMBER,** **TRIPLE** IT, **DIVIDE** IT BY THREE, ADD **TWENTY,** AND **SUBTRACT** YOUR **ORIGINAL** NUMBER, YOUR **ANSWER** WILL PROBABLY BE WRONG.



A SEAGULL'S BONES

WEIGH MORE THAN HIS **FEATHERS!**

URDHABA RAHGOON,

INDIA'S ONLY **WEALTHY**

HINDU FAKR

PERFORMED THE AMAZING FEAT OF HOLDING HIS **ARMS ABOVE** HIS **HEAD** FOR **5 DAYS!** THAT'S BECAUSE HE WAS THE VICTIM OF NINETY-FOUR SUCCESSIVE HOLDUPS!

MYRON T. "LUCKY" WENDELL

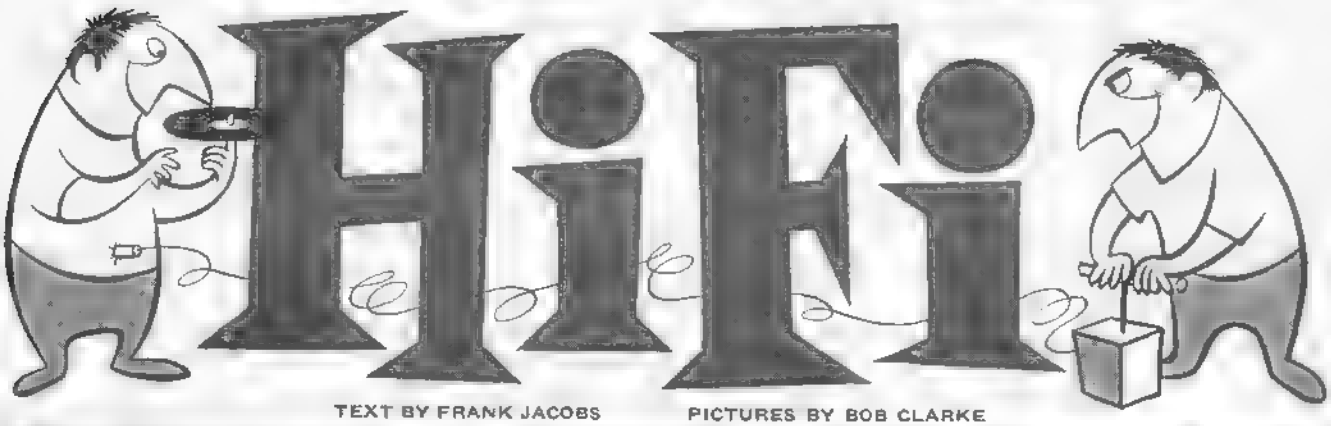
WAS ONCE DEALT A **PERFECT POKER HAND,** **A ROYAL FLUSH IN SPADES...** YET **LOST!**

HE WAS PLAYING GIN RUMMY AT THE TIME.

SOUND THINKING DEPT.

If you own a Hi-Fi set, you're a lucky individual. If it works, you're even luckier. Because a Hi-Fi set can turn your living room into a veritable Carnegie Hall. It's even better than the real Carnegie Hall because you're never bothered by late-comers, coughers, program-rustlers, and that $4.80 admission charge. What you are bothered by is hum, distortion, surface noise, and that screaming neighbor. In any case, it looks like Hi-Fi is here to stay, and who are we to fight a trend. So, neighbor, get out your ear-plugs, because in this article

MAD GOES HiFi



TEXT BY FRANK JACOBS PICTURES BY BOB CLARKE

A GLOSSARY OF HI-FI TERMS

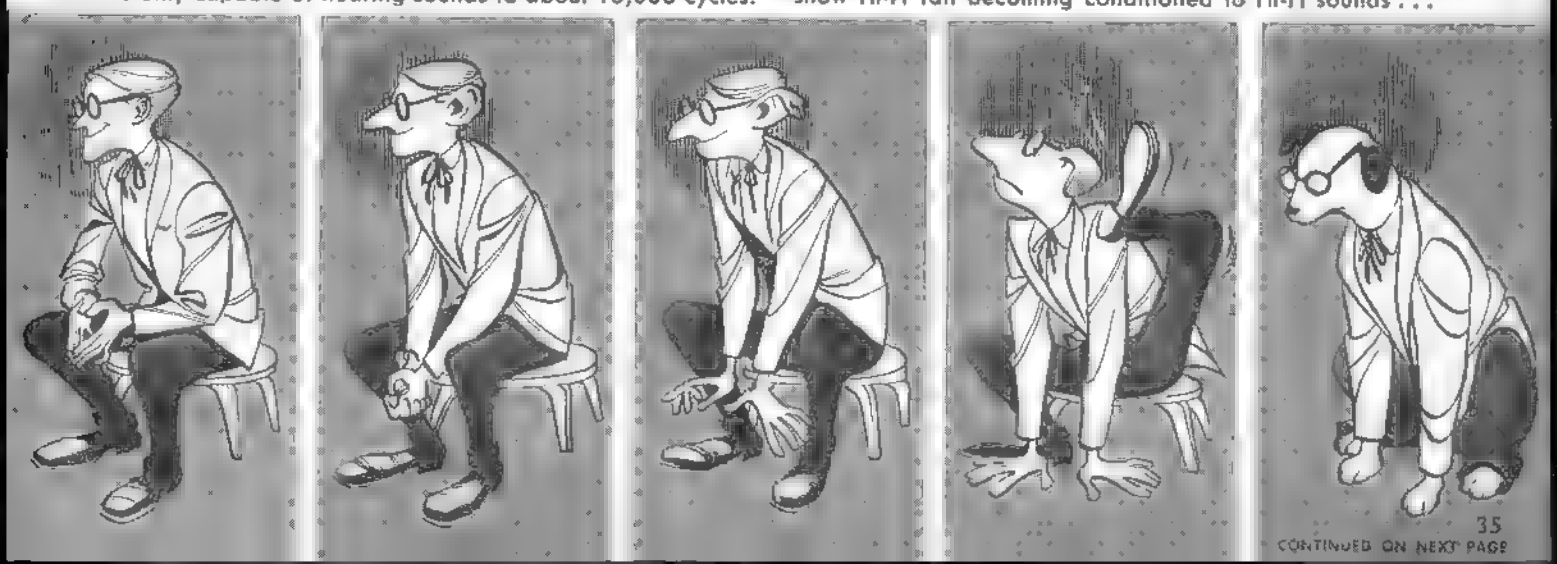
(So you'll know what we're talking about. We don't).

HIGH FIDELITY—Full, faithful reproduction of recorded sound.
LOW FIDELITY—Porfirio Rubirosa
LOUDSPEAKER—Person who talks while Hi-Fi set is on.
WOOFER—Dog who talks while Hi-Fi set is on.
TWEETER—A shade stronger than tweet.
TUNER—A salt water fish
BASS—See TUNER
TREBLE—"Elbert" spelled backwards, honoring Elbert J. Stylus, only man to be trapped on a revolving 78 rpm turntable for 24 hours and live
AMPLIFIER—What you make to burn an ampli.
OHM—Where Hi-Fi fan sets up equipment.
PICKUP—Someone to listen to Hi-Fi records with.
WOW—Listening to Hi-Fi records with loose pickup
FLUTTER—Reaction during Wow
RESISTOR—What you should do with loose pickup.
AM—Midnight to Noon.
FM—Initials of Felix Mulvaney, first man to faithfully record the belch of an owl.
DIAMOND NEEDLE—What Hi-Fi guy gets from impatient, marriage-minded girlfriend.
PITCH—What you get from Hi-Fi salesman.
TUBES—They run between New Jersey and New York.
DISTORTION—Happens when you leave Hi-Fi records on radiator.

**SID CAESAR will return a Lawrence Welk album

EAR-CONDITIONING IS ESSENTIAL FOR ENJOYING HIGH FIDELITY SOUNDS

Good Hi-Fi equipment is capable of reproducing sounds between 20 and 40,000 cycles. Unfortunately, the human ear is only capable of hearing sounds to about 15,000 cycles. However, dogs can hear sounds between 15,000 and 40,000 cycles! Pictures below taken over several months show Hi-Fi fan becoming conditioned to Hi-Fi sounds . . .

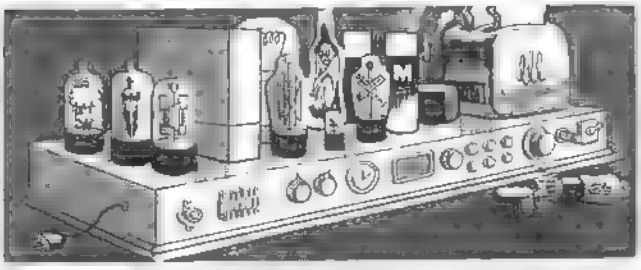


CONTINUED ON NEXT PAGE

HOW TO ASSEMBL

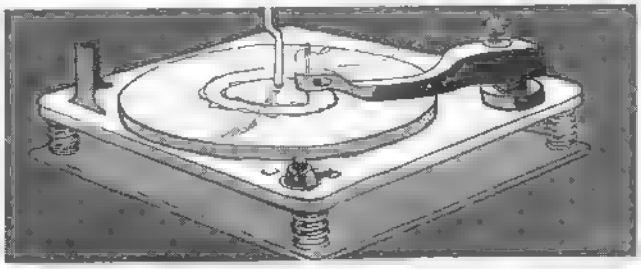
THE OLD EXPENSIVE WAY

STEP 1: YOUR AMPLIFIER . . .



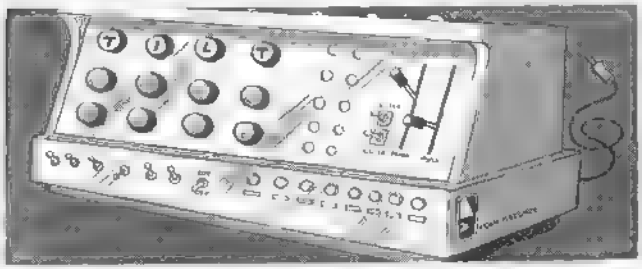
Rush out and buy shock-proof, water-proof, anti-magnetic, self-winding, sanforized, cork-tipped, micronite-filtered, "Howling Banshee" 20 Watt Basic Amplifier. Cost: $250.00

STEP 2: YOUR TURNTABLE . . .



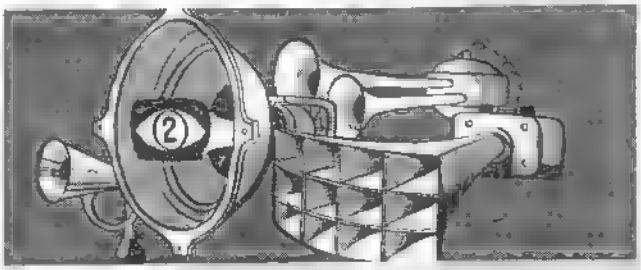
Next, purchase ever-floating, sand-packed, velvet spring, non-neurotic, pre-tranquilized, "Whirling Dervish" X-95, 7-Speed, 4-Shift, 250 Horsepower Turntable. Cost: $125.00

STEP 3: YOUR TUNER . . .



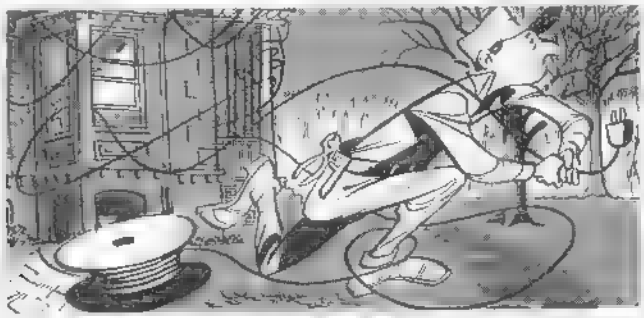
Then order 15-tube, 12-dial, 10-button, 7-switch, 4-light, push-pull, click-click, cross-country, high-strung, over-priced, laminated, "*Caramba*" AM-FM Tuner. Cost: $150.00

STEP 4: YOUR LOUDSPEAKER . . .



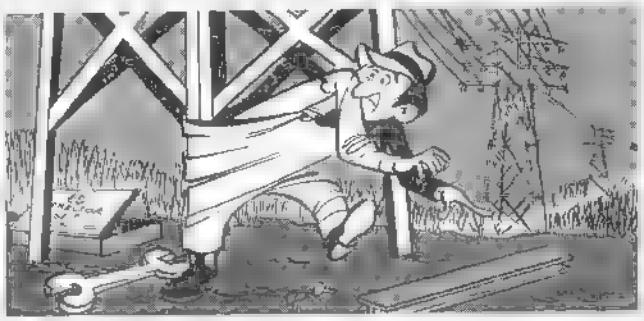
Now shop for birch-faced, six-ply, magic-margin, forward-look, "Little Corporal" Speaker. Cost (including Woofer, Tweeter, Screamer, Shrieker, and Ear-Splitter): $450.00

STEP 5: YOUR REWIRING . . .



Next step is to rewire your house so you can use all that new Hi-Fi equipment. Cost of rewiring house: $1500.00

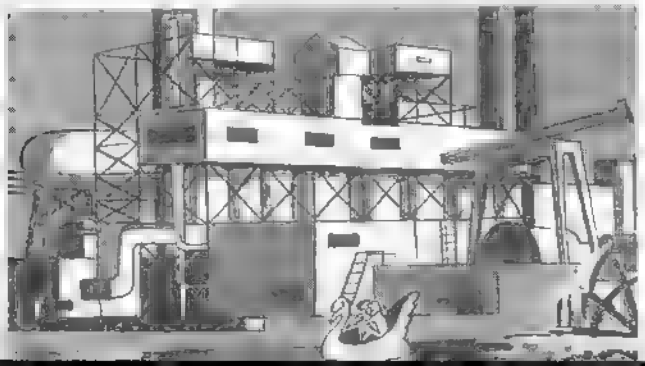
STEP 6: YOUR HIGH-VOLTAGE LINES . . .



Now you have to erect new high-voltage lines from power plant to carry current needed for house. Cost: $20,000

STEP 7: YOUR POWER PLANT . . .

Finally, you have to construct new power plant to produce enough current now needed for house. Cost: $2,000,000



STEP 8: YOUR HEADACHE . . .

Now you can sit back, listen to Hi-Fi music, and figure out how you're gonna pay for set. Total Cost: $2,022,475

**MILTON BERLE will return a television set

E YOUR HI-FI SET

THE ECONOMICAL MAD WAY

STEP 1: YOUR AMPLIFIER (AND NEEDLE) . . .

Scour nearby alleys for mongrel dog with one buck tooth. Plug tail into wall-socket. Output will be surprising! And buck tooth will make fine needle! Cost: Nothing!

STEP 2: YOUR TURNTABLE . . .

Steal old Lazy Susan Serving-Tray from Dining Room, remove dishes, cover by gluing down sister's old felt skirt, and drive a ten-penny-nail in the center. Cost: Nothing.

STEP 3: YOUR TURNTABLE MOTOR . . .

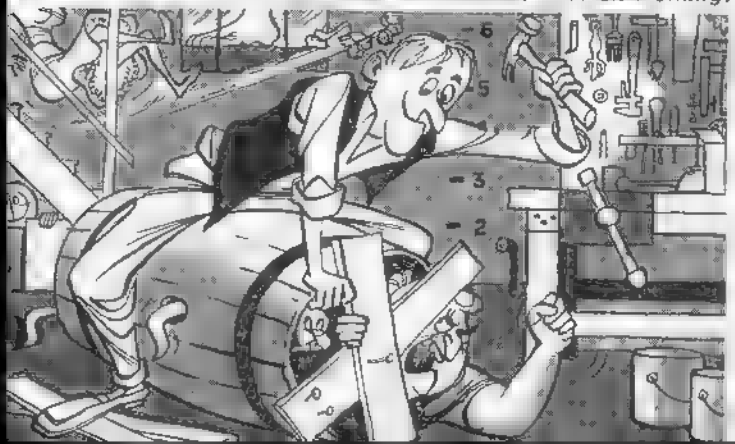
Connect turntable to "endless belt" with rope. As howling dog scampers over belt, turntable will revolve. Harness dog's tooth to play LP's. Cost of "endless belt": $2.00

STEP 4: YOUR LOUDSPEAKER . . .

Mother-in-law makes dandy loudspeaker, as you well know. Merely connect her up to the mongrel dog. Between them, you'll get all the high and low sounds. Cost: Nothing!

STEP 5: YOUR CABINET . . .

Old barrel found in vacant lot serves as fine cabinet for your Hi-Fi set's components. Cost of barrel: Nothing!



STEP 6: YOUR GOOD FORTUNE . . .

MAD Hi-Fi set is now finished. You've saved money, and also gotten rid of your Mother-in-law. Total Cost: $2.00

DISGUISE HI-FI EQUIPMENT TO BLEND INTO DECOR FOR BETTER RESULTS

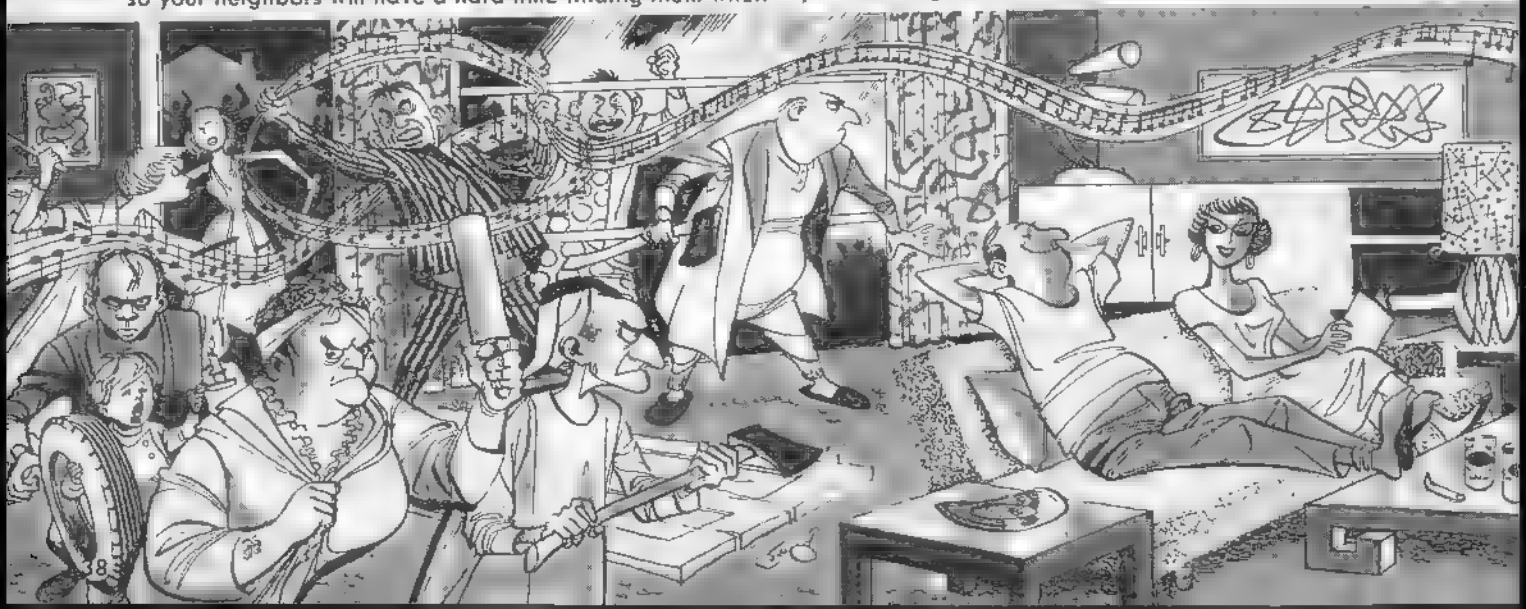
This can be done in various ways. One method is to hide your Hi-Fi components inside various pieces of furniture.

Another method is to hide speakers through house. This will captivate your friends and family wherever they are.

Your week-end guest will certainly get a big kick out of listening to Hi-Fi music while trying to take a shower.

Your daughter and her fiance will surely appreciate the sound of romantic Hi-Fi music while necking in the den.

But mainly, disguise your Hi-Fi set's component parts so your neighbors will have a hard time finding them when they come calling on you after they've been awakened by your blasting away at top volume at 2 AM in the morning.



MAD Reviews New Hi-Fi Recordings

Glass and Steel

FAMOUS AUTOMOBILE CRASHES: *Vol. 1. Sounds of the most spectacular automobile crashes of the past 10 years.* Pleasure Time Records, XM-95 MPH, $4.98

THE LATE Heinrich Baffle, who collected the material for this recording, was a High Fidelity perfectionist to the end. At the time of his death, caused by being caught in the middle of a head-on collision on the Lincoln Highway, Baffle was engaged in the preparation of Volume 2 of this fine series.

Of the 24 crashes recorded here, one that especially lends itself to re-hearing is a 9-car bumper-to-bumper mishap taped on the icy Merritt Parkway during a sleet storm. The lows of steel meeting steel provide a startling contrast to the highs of the motorists' screams.

Most spectacular of all the sounds on this record is the band labeled "Flying Fragments". For this one, Baffle stationed himself in the rock-strewn riverbed, 500 feet below notorious "Hairpin Turn" just outside East Gap, Colorado. Nothing is missing here. The high-cycled sounds of shattering glass, the middle-range shock waves of chrome and metal hitting stone, and the unbelievable low-cycled explosion when the fire reaches the gas tank are all faithfully recorded in a technically perfect masterpiece

Here indeed, is a High-Fidelity record designed for many hours of pleasant Hi-Fi listening

Sounds of Life

HICCUPS, BELCHES, SNEEZES, AND COUGHS. *Edited by Dr. Bascomb Sneed.* Mucus Records, 2—12" disks, #5007-9, $5.98

TOP NOTCH reproduction, for the most part . . . although several of the belches suffer from distortion. The record jacket boasts that the sneezes (performed by actual hospital patients in wards) are so lifelike, they laid up six audio engineers with bad colds and virus during the recording sessions

Something New in Beethoven

BEETHOVEN: *Symphony No. 3 (The Eroica) with Kyle Linseed playing the solo kazoo.* Longhair Records, 5-J-322, $3.98

HEARING BEETHOVEN rendered on the solo kazoo makes us wonder if the composer really didn't have this instrument in mind when he wrote his masterpiece. As performed by Mr. Linseed, the symphony reaches new heights in intensity and power, especially during the finale. At that point, Mr. Linseed, who is the only kazoo player in the world with a forked tongue, nearly shatters the speaker with his magnificent crescendo. The disintegration of his wax paper ends the record in a High-Fidelity coup.

Violence in Nature

BATTLE OF THE ANTS: *Sounds of Nature Series, Vol. 3.* Biology Records, MM-53620456794567-J, $5 98

TO MAKE this record, Hamilton Purge lived in an anthill for seven months, waiting for his chance. "Battle of the Ants" is a thrilling, step-by-step narrative in High-Fidelity sound of a bloody war between two ant armies over a lousy marshmallow. Purge's technical genius has managed to capture all of the marvelous sounds of the conflict . . . the insects' call to battle, the shouts of hand-to-hand combat, the cries of victory, and Purge's own screams when his right forearm is used as a minefield.

For devotees of wildlife sounds, this record set will make a worthy addition to your Hi-Fi library. Also recommended are the other offerings in the Sounds of Nature Series: *"Mating Calls of the Seven Year Locusts"*, and *"The Birth of a Water Beetle"*.

Eloquent Elbows

SCHNOOK: *Concerto for Kettledrum and Triangle. Mischa Goss, soloist. J. Hmphlrich, conducting.* Kaput Records, C105, $4 98

NO ONE knows very much about Friedrich Schnook (170?-1?), the German composer who died at the age of seven. We do know that what might have been an impressive career was tragically cut short when the young genius accidentally strangled in the strings of his harp. In any case, his concerto for Kettledrum and Triangle, written when Schnook was six, is a minor masterpiece.

Fortunately for all Schnook lovers, there are 16 versions of this concerto now on records. This latest offering is by far the most impressive, and certainly the most complete. Wisely, the performers have not omitted Schnook's famous, but rarely played Elbow Variation in the third movement. This consists of the soloist striking his kettledrums for 15 minutes with his right elbow, and 10 minutes with his left.

This variation will be of particular interest to High Fidelity fans, as the soloist in this performance misses the kettledrum during the 17th minute, and knocks over the podium.

Letters To The MAD HI-FI *Editor*

IS IT POSSIBLE?

Dear Hi-Fi Editor,

Is it possible for a printed circuit 40-watt amplifier with an output impedence of 8 ohms and a 70db hum below 35 watts to be connected to a 900 to 20,000 cps 15-omh tweeter with 120° horizontal dispersion and a crossover network of 200 cps when my tuner contains a 3-gang variable condenser, a built-in 20KC whistle filter and three assorted microvolts?

Lance La Touche
Dallas, Texas

It might be fun to try.—Ed

WRONG WAY?

Dear Hi-Fi Editor,

My turntable persists in revolving in the wrong direction. I cannot listen to my favorite music. What should I do?

Belinda Matrix,
Portland, Ore.

Let the darned thing revolve any way it wants. No true Hi-Fi fan cares about music. It's the sound that's important!
—Ed.

GURGLING SOUND?

Dear Hi-Fi Editor,

I am puzzled. In Erich Blintze's recording of Brahms 1st Symphony, there is a strangle gurgling sound to the trumpets. Is this my set or the recording?

Vladimir Cabot,
Boston, Mass.

It's not your set. This is an example of the new "Seashore Techniques" of Hi-Fi recording where the strings, woodwinds, and percussions play on the beach, and the brass records underwater Ed

TONE-ARM JUMPS?

Dear Hi-Fi Editor,

Whenever I play a certain LP, my tone-arm jumps. Yesterday, it jumped 12 grooves. Is this the record?

Axel O'Toole,
Flagstaff, Ariz.

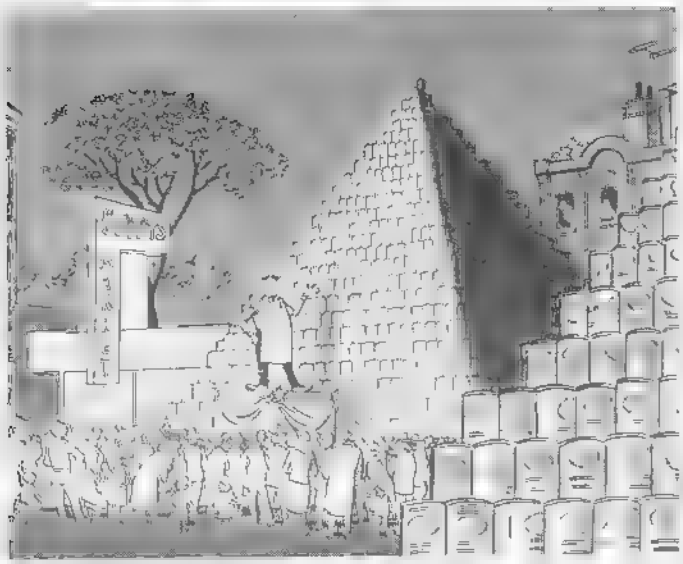
No, the record for groove jumping is held by a Dauntless H-13-J tone-arm. On December 4, 1956, it jumped 37 grooves on a record played by Clyde Pincus of Yonkers, N. Y. Sorry.—Ed.

WE COULDN'T THINK OF A DEPT.

Just about every history book tells of "The Seven Wonders Of The World", great man-made marvels that are supposed to make you say, "Gee, ain't they wonderful!" Well, don't be fooled! Somebody is covering up! Actually, they were a disgrace! Because MAD's "Seven Wonders" Editor spent the better part of one whole day probing into this mess, and he discovered that "The Seven Wonders Of The World" were really . . .

PICTURES BY JOE ORLANDO

THE PYRAMIDS OF EGYPT



To sell more soup, Lemuel T. Egypt, a grocer in Kokomo, Ind., constructed two huge pyramids, each containing 77,890 cans of Campbell's Soup with no layer having more than two cans of the same variety. Grocers from all over West-Central Indiana flocked to Kokomo to admire the pyramids, until, one day, a determined woman demanded a can of Concentrated Chicken Gumbo. The resultant catastrophe accounted for 27 lives, including Egypt, 3 vegetable assorters, four meat men, and the Midwest correspondent for Time

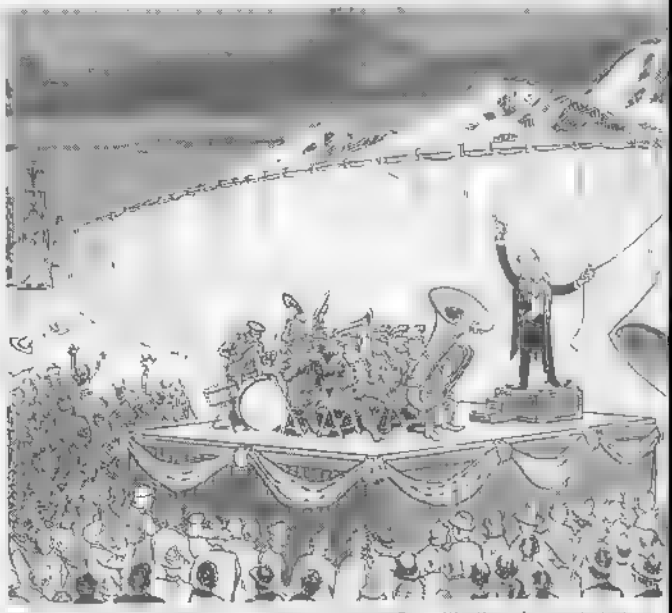
THE HANGING GARDENS OF BABYLON

Eric Lanyard, a bitter hermit living in Babylon, Long Island, so despised his neighbors that he decided to conceal his house by means of a hanging garden. He sowed his roof with seeds of the fast-growing African Ivy plant. When Lanyard awoke the next morning, he found himself a prisoner, cut off from the outside world by dense vines. Eventually, Lanyard died of starvation, and before the vines could be destroyed, they hanged 2300 townspeople.

THE TOMB OF MAUSOLUS

Ardsley Swill, a Cleveland dog fancier, spent thirty-one years planning and building a tomb for his pet dachshund, Mausolus. The magnificent air-conditioned structure contained one-hundred and seven separate vaults, each with its own hydrant. The floors were paved with bones, and oil portraits of Mausolus hung on every wall. On the eve of the tomb's dedication, however, Mausolus eloped with a dalmation and hasn't been heard of since

THE COLOSSUS



Renfrew "Make A Million" Rhodes, retired Fort Worth oilman, hated the sight of the flat Texas plains and decided to build his own mountain which he would call "The Colossus of Rhodes". He chose as the site of his peak an area covered by a large mound of dirt already dug up by a colony of moles. Rhodes' friends laughed at him, shouting,

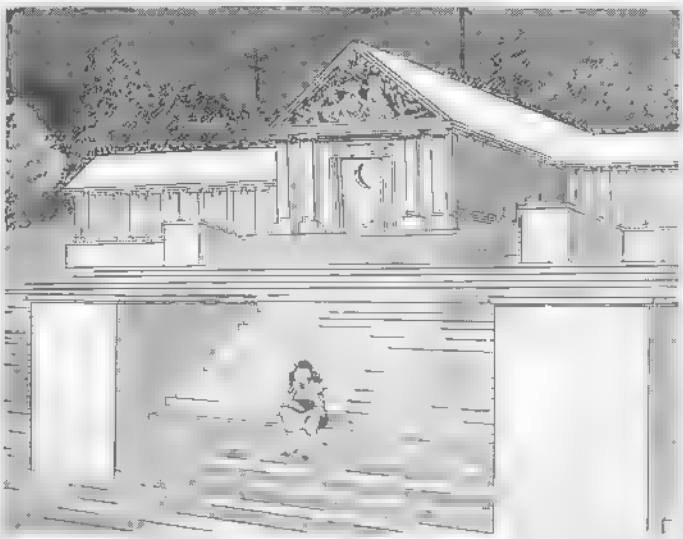
**HORACE STONEHAM will return *A Street Guide To N. Y. City*

The Seven Blunders Of The World

THE STATUE OF ZEUS

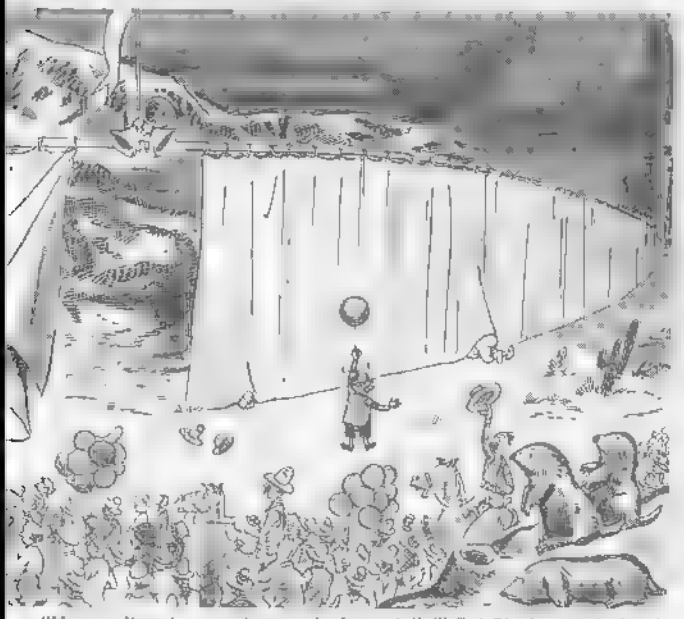
Lancelot O. Zeus, president of the Zeus Bath Soap Company, was a fanatic believer in cleanliness. Every day, he took 12 showers and 3 baths, and even started a campaign to have the word "dirt" banned from the dictionary. As a personal tribute to cleanliness, Mr. Zeus erected a statue of himself, entirely out of soap on the wide lawn of his bay front mansion in San Francisco. He'd just finished putting in place the final, 184,000th bar of soap, when a violent thunder storm struck. The result produced an onslaught of suds which clogged the engines of 19 freighters, capsized 300 fishing boats, and paralyzed shipping in ports as far away as Yokohama and Oakland.

THE TEMPLE OF DIANA



Spumoni heiress, Diana Dregs, had one great ambition in life, and that was to have her own temple on the grounds of her estate in Boston. While touring Europe, she discovered the marble fragments of what experts claimed to have been a great Grecian temple. It took Miss Dregs 23 years to pick up each of the 89,374 pieces of marble and have them shipped back to Boston. She then spent the next 17 years putting the pieces together. When the tremendous task was completed, she found that instead of a temple, she had reconstructed the largest ancient Grecian marble outhouse known to man.

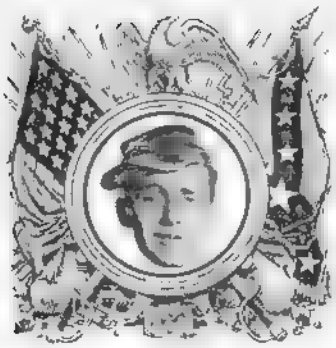
OF RHODES



"Men can't make mountains out of molehills!" But Rhodes went ahead, eventually creating the world's highest mountain (31,371 feet). The moles, however, objected to all this and speedily dug a 32,000 foot crater which swallowed up Rhodes' mountain, Rhodes, and 72,890 spectators, thereby proving "Moles can make manholes out of mountains!"

THE LIGHTHOUSE OF ALEXANDRIA

It took Otis Bailiwick of Alexandria, Virginia, 54 years to build his full-sized lighthouse made entirely out of matches. One night after he'd moved in, while having a cigarette, Otis absent-mindedly flicked a live ash to the floor. The blunder not only leveled his life's work, but the resultant glare attracted over twenty-seven million moths from nearby states, so that two dozen large woolen mills in the immediate vicinity were completely wiped out.



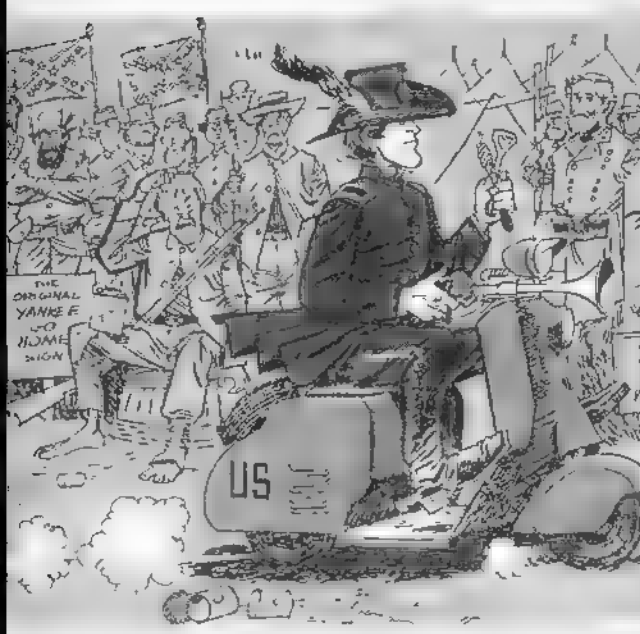
ORSON BEAN DEPT.

Recently, there has been a great revival of interest in the Civil War. We're sure you are all familiar with this renowned conflict which was fought, if not to *free* the slaves, at least to make them *inexpensive.* Over at one of the television networks, a major spectacular is planned on the Civil War. They're just waiting to see how it *ends!* The reason this war is of great interest to Mr. Bean is that his family played a vital role in it. So here, then, is . . .

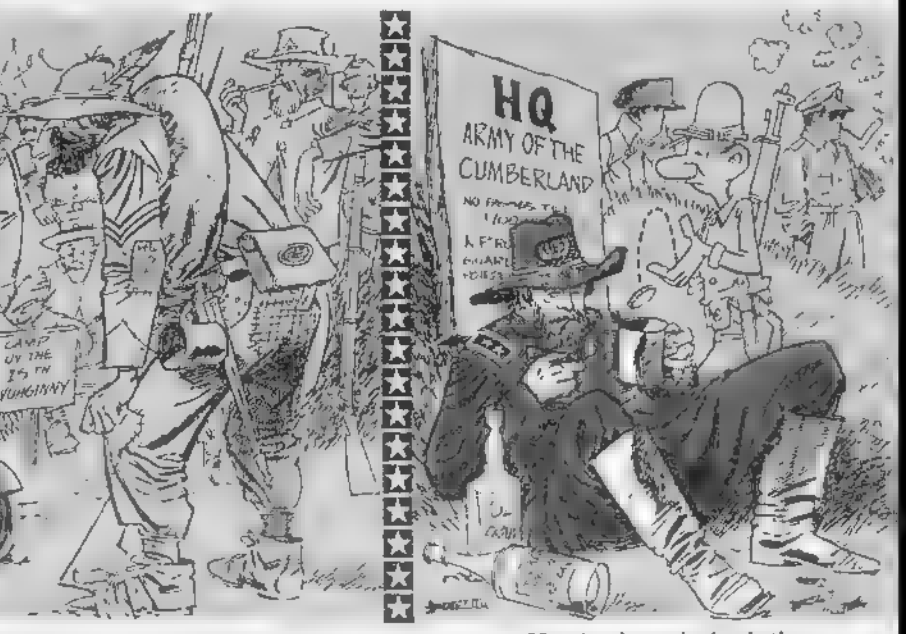
Great Grandfather, Cornelius Bean, for example, was very big in the war between the states. He fought against Maine. *For* the North, but *against* Maine!

Great Uncle Zachary was also in the Civil War, and left a personal history of those exciting days. My Great Uncle's diary is of little-known history, but then he was a little known man. My Great Aunt hardly knew him!

PICTURES BY GEORGE WOODBRIDGE



But General Grant, too, was known as a man prone to take a nip. And Zachary tells much about him. There was the day in '62 when Grant was cut off at the battle of Gerson's Gap. Zachary was forced to make his way through three miles of Confederate encampment to bring back the General's desperately needed field instruments . . . a corkscrew and a bottle opener.



He also brought back the General's tin cup . . . which was doubly appropriate, because after three snorts, Grant was usually blind.

ORSON BEAN'S CIVIL WAR

Zachary Bean was the most decorated officer in the Union Army. He was the Herman Goering of the North. Although he was personal aide-de-camp to General Grant, to Zachary Bean, nothing came easy. He won most of his medals the hard way . . . from Grant, at dice.

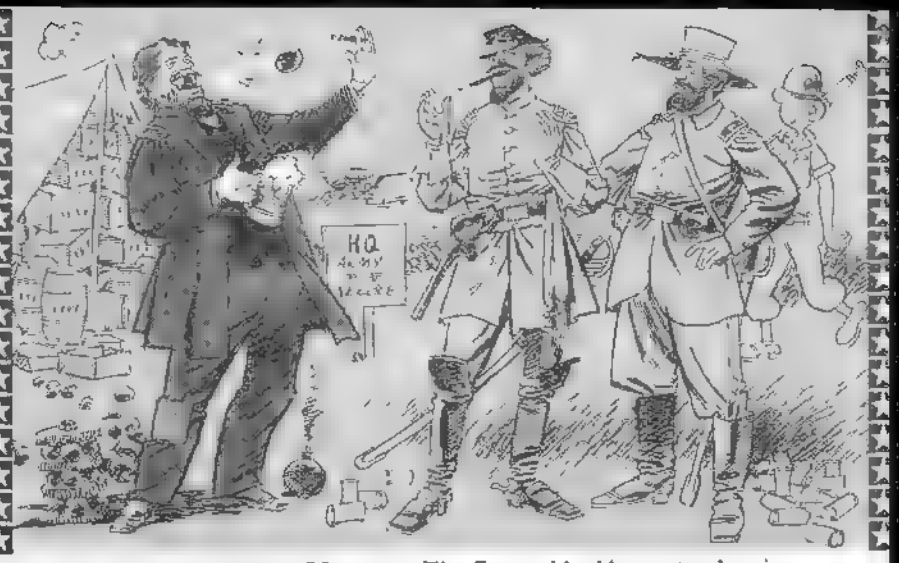
Zachary's diary gives a great deal of information about some of the well-known figures of the day. It's a sort of Civil War *Confidential*. For example, we've all read that General Stonewall Jackson was called "Stonewall" because he always stood his ground. Not true! According to Zachary's diary, Jackson acquired the name because he was usually *cemented!*

In his diary, Zachary clears up a popular historical misconception regarding the origin of the term "Scorched Earth Policy", a phrase hither-to-fore associated with Sherman's march to the sea. Actually, according to Zachary, the "Scorched Earth Policy" was inaugurated by General Grant, who, every Sunday morning, lurched out of his tent, staggered up to the Confederate lines, and there, breathing defiance and I.W. Harper, leveled the ground as far as the eye could see.

**ROBERT HALL will return a fancy pipe rack

CONTINUED ON NEXT PAGE

After Grant had lost his corkscrew at the battle of Vicksburg, the General, with typical Yankee ingenuity, took to opening whiskey bottles with his teeth.



All went well until Manassas. The General had been standing in front of his tent, smiling broadly at a particularly lascivious bit of levity, when a stray musket ball whistled by, removing his front two incisors. Fortunately, Grant was anesthetized at the time

The missing choppers caused Grant a great deal of embarrassment and no little expense, as half the booze which entered his mouth flowed back out again.

After three weeks of seepage, the General's whiskers were so sodden with alcohol, they took on the appearance and aroma of a wet collie.

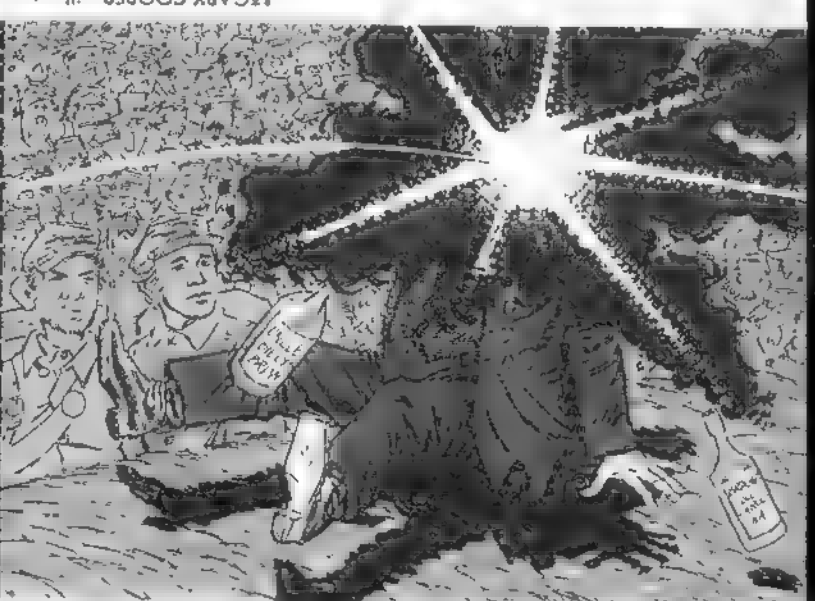
Miles away, one of the older recruits was heard to remark, "I know it's one if by land, and two if by sea . . . but what in heck does a burning beard mean?"

While it is well-known that Mead invaded Chancelorsville, what most historians overlook is the fact that he did it by the light of Grant's beard!

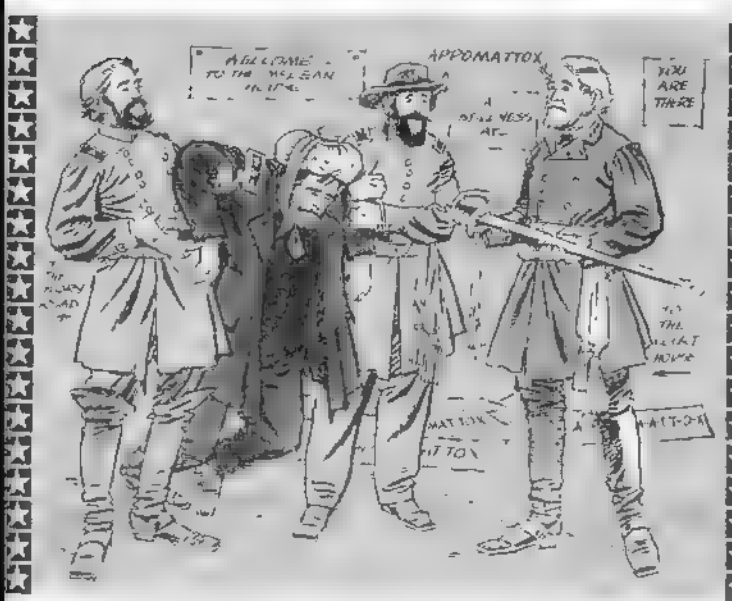
However, this loss so infuriated Grant, he laid siege to Richmond for the purpose of recovering the necessary hardware . . . the bottle-opener, not the teeth.

**GARY COOPER will return a pair of Adler Elevator Shoes

On a moonless night at Winslow's Landing, a shift in the wind brought the General's presence to the attention of a Confederate sniper.



The sniper took careful aim, pulled the trigger, and a roar went up from 20,000 Union throats. Grant's beard was on fire! As Zachary says in his diary, "it burned like a beacon!"



The war dragged on until 1865. It could have ended sooner, but it took until 1865 before Grant was sober enough to pronounce "Appomattox".

On the last page of his diary, Uncle Zachary gives his personal opinion as to the reason for the outcome of the Civil War. The South lost because they were using Confederate Money.

THE BARD OF BIRDLAND DEPT.

Many people have difficulty understanding the plays of William Shakespeare because the language they're written in is old-fashioned. Now, for the first time, the youth of America can fully appreciate the beauty and significance of his works as MAD, in its campaign to bring culture to all, presents . . .

SHAKESPEARE
UP-TO-DATE

MARC ANTONY'S FUNERAL ORATION
JULIUS CAESAR ACT III SCENE II

THE OLD VERSION

Friends, Romans, countrymen,
Lend me your ears,
I come to bury Caesar, not to praise him.
The evil that men do lives after them,
The good is oft interred with their bones,
So let it be with Caesar. The noble Brutus
Hath told you Caesar was ambitious.
If it were so, it was a grievous fault,
And grievously hath Caesar answer'd it
Here, under leave of Brutus and the rest,—
For Brutus is an honorable man;
So are they all, all honorable men,—
Come I to speak in Caesar's funeral.
He was my friend, faithful and just to me;
But Brutus says he was ambitious;
And Brutus is an honorable man.
He hath brought many captives home to Rome,
Whose ransoms did the general coffers fill;
Did this in Caesar seem ambitious?
When that the poor have cried, Caesar hath wept;
Ambition should be made of sterner stuff,
Yet Brutus says he was ambitious;
And Brutus is an honorable man.
You all did see that on the Lupercal
I thrice presented him a kingly crown,
Which he did thrice refuse; was this ambition?
Yet Brutus says he was ambitious;
And, sure, he is an honorable man.
I speak not to disprove what Brutus spoke,
But here I am to speak what I do know
You all did love him once, not without cause;
What cause withholds you then to mourn for him?
O judgement! thou art fled to brutish beasts,
And men have lost their reason. Bear with me;
My heart is in the coffin there with Caesar,
And I must pause till it come back to me.

THE MAD VERSION

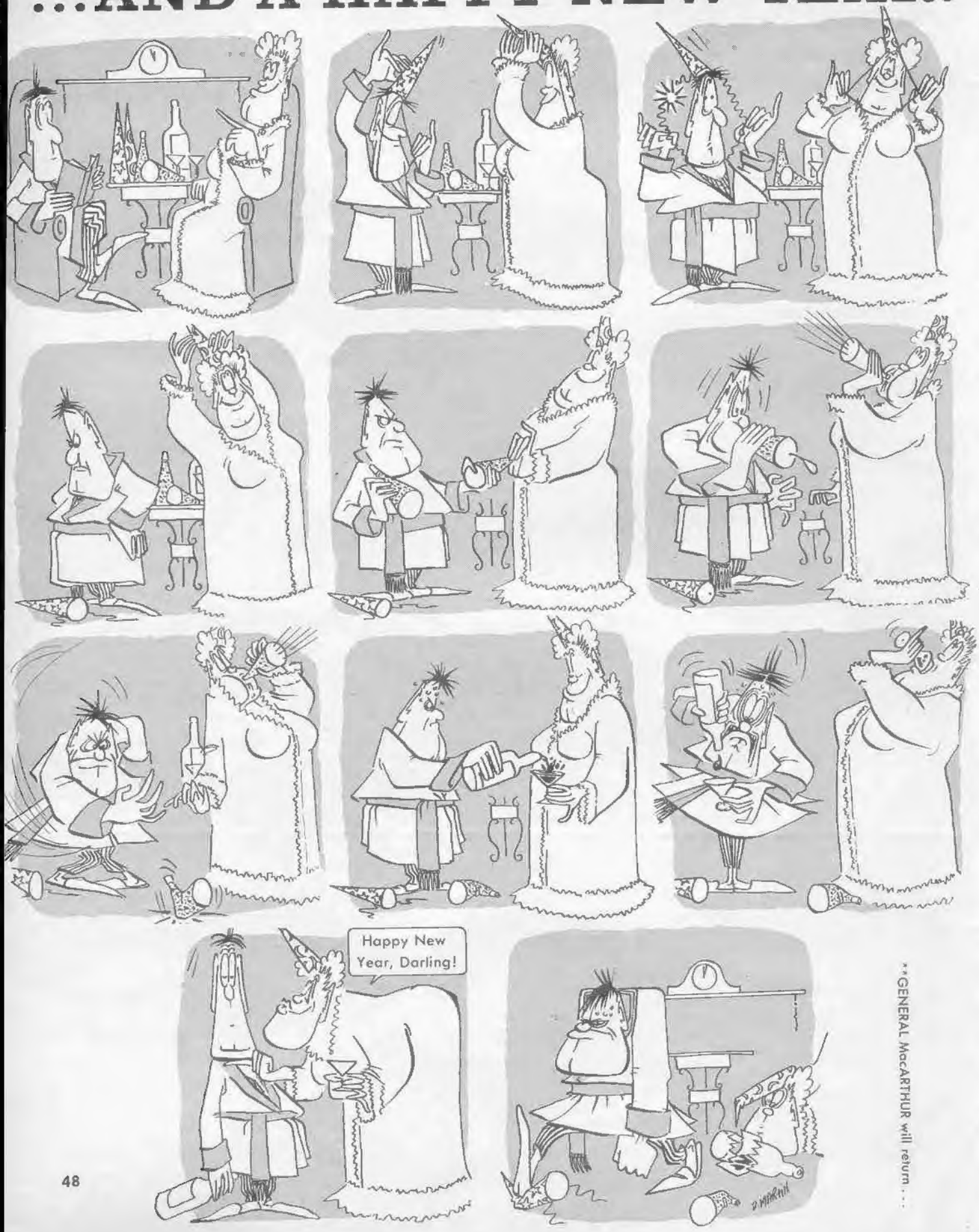
Friends, Romans, hipsters,
Let me clue you in;
I come to put down Caesar, not to groove him.
The square kicks some cats are on stay with them;
The hip bits, like, go down under;
So let it lay with Caesar. The cool Brutus
Gave you the message Caesar had big eyes;
If that's the sound, someone's copping a plea,
And, like, old Caesar really set them straight.
Here, copacetic with Brutus and the studs,—
For Brutus is a real cool cat;
So are they all, all cool cats,—
Come I to make this gig at Caesar's lay down.
He was my boy, the most and real gone to me;
But, like, Brutus pegs him as having big eyes;
And old Brutus is a real cool cat.
He copped a lot of swinging heads for home,
Which put us way out with that loot;
Does this give Caesar big eyes?
When the square cats bawled, Caesar flipped;
Big eyes should be made of more solid *megillah;*
Yet Brutus pegs him as having big eyes;
And Brutus is a real cool cat.
You all dug that bit at the Lupercal scene
Three times I bugged him with the King's lid,
And three times he hung me up; was this big eyes?
Yet Brutus pegs him with big eyes;
And, sure, he is a real cool cat.
I don't want to double-O what Brutus gummed,
But, like, I only dig what comes on straight.
You all got a charge out of him once,
So how come you don't cry the blues for him?
Man! You are real nowhere,
You don't make it anymore. Don't cut out on me;
My guts are in the pad there with Caesar,
And I gotta stop swinging till they round-trip.

AND NOW, BECAUSE IT'LL BE TOO LATE NEXT ISSUE, **MAD** WISHES YOU ALL...

A VERY MERRY CHRISTMAS...

STORY AND PICTURES BY DON MARTIN

...AND A HAPPY NEW YEAR!



**GENERAL MacARTHUR will return...

IF YOU INSIST UPON BEING SICK TO YOUR STOMACH, GET YOUR MONEY'S WORTH!

SUBSCRIBE TO MAD

MAD SUBSCRIPTIONS
225 Lafayette Street
New York City 12, New York

One thing I like is to get my money's worth. Enclosed is $2.00 for the next nine issues of MAD. Enter my name as a subscriber and... Gee! I'm getting sick to my stomach already!

USE COUPON OR DUPLICATE

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

CHRISTMAS SHOPPERS, NOTE!

Solve your Christmas Gift problem. Give a subscription to MAD. Then, next Christmas, you won't have a gift problem because the person you gave it to this year won't be talking to you. If this is a Christmas gift subscription, and you want a gift card sent advising the receiver you're sending it, include your own name and address and check box here . . . ☐

Seems like somebody always butts in when you talk about ...WINSTEN

No matter where you may be—on the train, at the circus, even in your own home decorating the Christmas tree—just mention Winsten, and some character's bound to stick in his two-cents! So, if you'd rather have private conversations about smoking, take our advice. Next time, go get yourself a pack of Camels!

J. R. RONALDS TOBACCO CO., WINSTEN-CAMEL, N. C.

Smoke CAMELS ...and avoid all them darned interruptions!